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# The REPORTER

of Direct Mail  
Advertising

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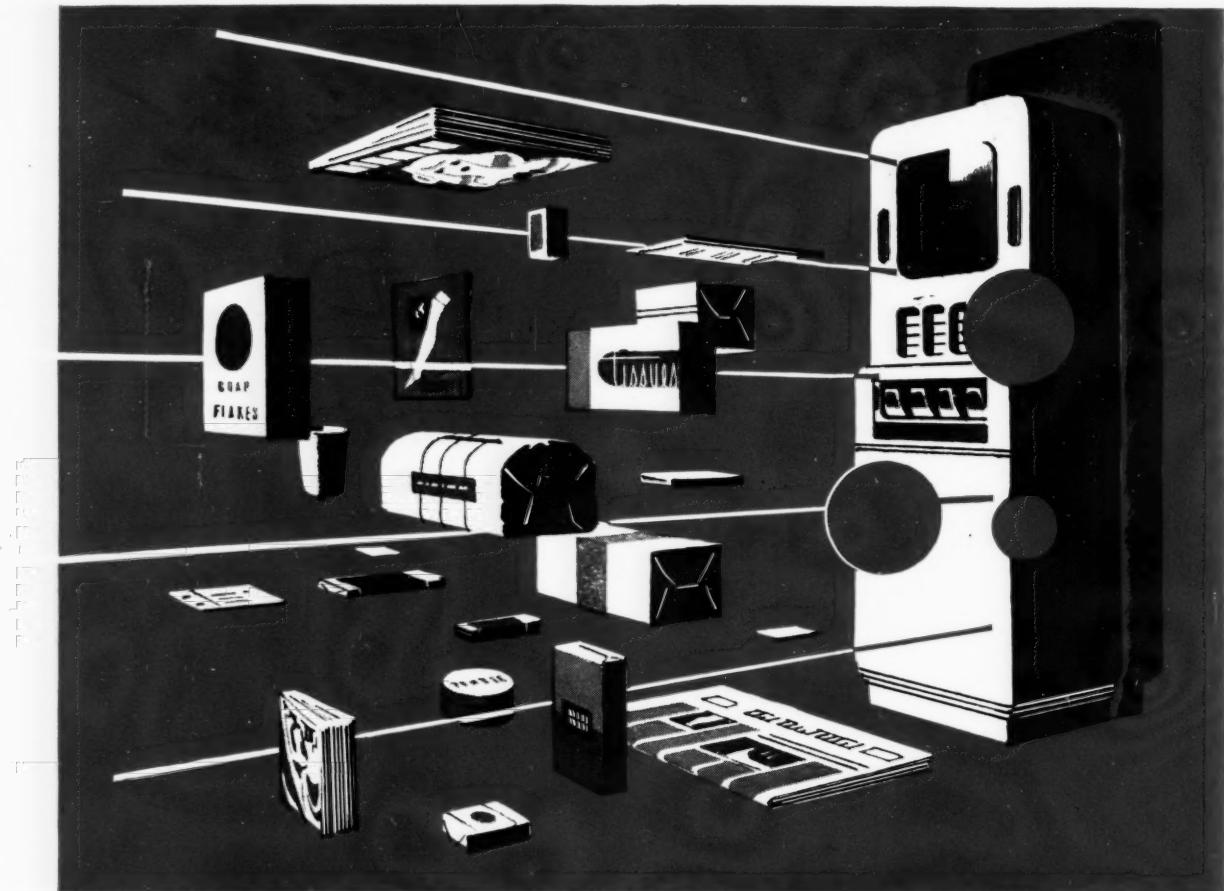
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UNIVERSITY OF ILLINOIS



MARCH 1948

How One Printer  
Helps Customers Keep  
Costs Down -- Page 8

RON KELLOGG



## AUTOMATICALLY YOURS!

If the industry's predictions come true, the annual take of vending machines will exceed two billion dollars within five years—or twice their annual take today. Ingenuity and accessibility are, in fact, already joining forces to confirm this expansion of "America's newest method of distribution."

Just as paper of many sorts now goes into the designing, manufacturing, shipping, servicing, and merchandising of vending machines and their contents, so, undoubtedly, will paper of many sorts become automatically yours at the bidding of coins.

Meanwhile, however, this corporation, "Paper Makers to America," is using all the ingenuity it commands to meet the ever-expanding demand of all expanding industries for Mead Papers of the Mead, Dill & Collins, and Wheelwright lines—"the best buy in paper today."

★ ★ ★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.

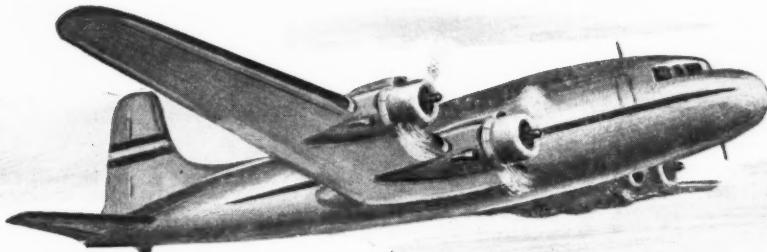
**MEAD**  
papers  
ESTABLISHED 1848

MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

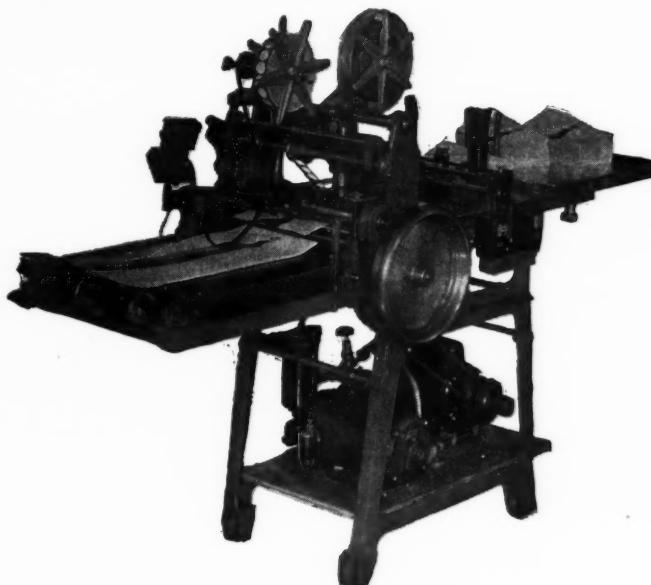
THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

# Ceiling Unlimited



## ON SEALING WITH SEAL-O-MATIC



Automatic sealing at speeds of 6000 to 15,000 pieces per hour opens unlimited vistas to direct mailers. Self-mailers and other promotion pieces can be sealed at incredibly lower costs through SEAL-O-MATIC, the completely automatic sealing machine.

Irrespective of volume (on one job, just 5 SEAL-O-MATIC machines handled 9-million pieces in 17 days), you can seal automatically advertising material of all types ranging from a government post card to a 96 page catalog; from sizes 2" x 4" to 9 1/4" x 13"; from one fold up to 5 folds (3/16" thick).

The entire machine weighs 600 lbs., can be wheeled where needed, only takes up six feet by two feet. Ready for operation when plugged into convenient light socket. Simple to operate, it requires no skills or training. Maintenance costs are negligible, nothing to wear out or get out of adjustment.

For complete details, write to

**SEAL-O-MATIC MACHINE MANUFACTURING CO.**

225 VARICK STREET, NEW YORK 14, N. Y.

MARCH 1948

# CONNELLY

## Electrically Typewritten LETTERS

Tremendously increase the Pulling Power of your sales messages because these individually - typed letters cannot be distinguished from hand - typed letters . . . yet they cost but a fraction of the latter.

IDEAS • COPY • ART  
The sound counsel of a recognized Mail Advertising Specialist available. No charge for consultation.

*Write for samples & prices*

**CONNELLY**  
ORGANIZATION, INC.  
304-06 N. Broad Street  
Philadelphia 2, Pa.

## MAIL THIS FOR YOUR **FREE** LETTERHEAD DESIGN

UNIVERSAL LITHOGRAPHING CO.  
4305 Diversey Blvd., Dept. 42, Chicago, Ill.  
Please have your Letterhead Clinic send New Design for our letterhead which is enclosed without cost or obligation to me.

SEND TO . . .  
COMPANY . . .  
ADDRESS . . .  
CITY . . . ZONE . . . STATE . . .

## Only "LETTERHEAD CLINIC" in the U. S.

Skilled artists devote all their time to the job of designing new letterheads and redesigning or modernizing old ones. This service is free. Our Clinic has designed letterheads for many of America's foremost business and industrial plants. If you are interested in this Free Service, clip coupon to your letterhead and mail today.

*Special*

LITHOGRAPHED  
LETTERHEADS

ONLY  
**\$2.25**  
Per M in  
Quantity

Lowest cost on record for high quality work. Our mass production method of printing is saving money for buyers using a minimum of 6250 letterheads. Write for facts and proof.

UNIVERSAL LITHOGRAPHING CO.  
4305 Diversey Blvd., Chicago, Ill. Dept. 42

# The REPORTER

## of Direct Mail Advertising

THE LARGEST FORM OF ADVERTISING

VOL. 10 No. 11

17 East 42nd Street  
New York 17, N. Y.  
Vanderbilt 6-0888

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## MARCH ISSUE

### A REPORT FOR FEBRUARY

*The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number Vanderbilt 6-0888. Subscription price \$3.00 a year. Re-entered as second class matter, Nov. 15, 1939, at Post Office at New York, N. Y., under act of March 3, 1897. Copyright, 1948, by Henry Hoke, New York 17, N. Y.*

**Henry Hoke**

*Editor and Publisher*

**M. L. Strutzenberg**

*Circulation Manager*

**Henry Hoke, Jr.**

*Advertising Manager*

# SHORT NOTES

## DEPARTMENT

► GOOD TO SEE better printing coming back into the services which were neglected or discontinued during the war. We recently saw the set of eight menu folders prepared for the Great White Fleet of the United Fruit Company. Each cover, a three color letter-press job with varnished finish, features an outstanding point of interest or national attraction in the countries among the principal ports of call. On the back of each cover is an outline map of the countries of Middle America with a key to the most important products of each.



► ANOTHER VOL. 1, NO. 1 made a debut in February. *Viewpoint*, h.m. of Green-Brodie, Inc., 420 Madison Avenue, New York 17, N. Y. Unusual style and format. Four pages, 10" x 10". Printed in gray (background) and black. Gives effect of three colors—gray, white (reverse) black. Sound, sensible editorial content . . . directed to the *advertiser*.



► WESTINGHOUSE RADIO DIVISION, Sunbury, Pennsylvania, used a 54 page three color brochure to announce their 1948 advertising plans to distributors. Includes a million dollar newspaper campaign using 177 newspapers in 159 cities. Brochure also offered tie-in advertisements, special window displays, folders, booklets and point-of-sale aids.



► AYER & STREB (Rochester, New York, lettershop) certainly have courage. In a recent attractive mailing folder entitled "Sometimes a Whisper Can Turn into a Whirlwind of Business," they listed the names of 575 customers for whom Ayer & Streb performed mail advertising services in 1947, under the headline ". . . somebody must have talked about us!" For all their competitors to see, too!



► THE EDITOR of *Convoys*, h.m. of Cupples-Hesse Corporation, St. Louis 15, Missouri, has a novel idea for sustaining interest. He uses entire page 13 of each issue for listing queer superstitions, beliefs and practices of the past and present. Current issue tells about curious customs surrounding the Easter season.

► THE ONLY ART CLASS, so far as we know, devoting itself exclusively to the layout and design of Direct Mail advertising, is now entering the second term of a 36-week course, at New York-Phoenix School of Design, 160 Lexington Avenue at 30th Street, New York 16.

Thirty advanced students are learning to make "roughs" and "comprehensives" in black and white and color for illustrated letters, circulars, brochures, mailing cards, broadsides, catalogs, house organs, booklets, etc., under the instruction of A. Laurence Erickson, a free lance consultant. Mr. Erickson has been Art Director of Armour & Company, Chicago; idea and layout man, Technical Publicity Department, Union Carbide & Carbon Corporation; Charles Francis Press and Thomsen-Ellis Company, Baltimore.



► SYLVIA SIMMONS of Haire Publishing Company, New York, in a letter to Pete (Henry, Jr.) wants to know: "Has anyone ever called you and your Dad . . . a couple of Hokesters?"



► JUST RECEIVED sample of another postal card house magazine. Monthly. Now in Vol. 3, No. 2. Printed in two colors on government 1c postal card. Issued by Andover Press, 169 Front Street, New York 7, N. Y. Well set in small type. With good sprinkling of humor. February issue carried exactly 308 words in the 3 1/4" x 5 1/2" space. And very readable.



► SENOR HENRY HOKE received on February 17th a foreign style envelope bearing a Mexican stamp and cancellation. Inside . . . a processed letter from Arnold Kates, president Mailograph Company, Inc., 39 Water Street, New York 4, N. Y. emphasizing the attention getting power of a foreign stamp and suggesting that Mailograph can handle mailing arrangements from Mexico, Canada or South America.



► SPEAKING OF FOREIGN mailings . . . Larry Hoffman of Reba Martin, Inc., 145 West 45th Street, New York 19, N. Y. has announced official re-opening of their Paris office. Address: 7, Rue de Mogador, Paris, France. Facilities for printing and mailing Direct Mail pieces from France or Britain.

(Continued on Page 35)

## The MASON MAILMASTER..



...for  
Postal  
Shipments

No Wrapping—No Tying,  
65 sizes—1,000,000 boxes in  
stock for immediate delivery.  
—Send for Catalogue.

THE  
**Mason**  
BOX COMPANY

Main Office  
Attleboro Falls, Mass.  
New York Office  
175 Fifth Ave.

Factories: Attleboro Falls and Taunton, Mass.

MANUFACTURERS OF A COMPLETE LINE  
OF SET-UP BOXES



"Dear Sir: Seldom are we able to offer such an amazing value in full-length, red-flannel underwear."

Are you reaching the  
right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate *rental* basis. Tell us what you're selling and we'll make suggestions without obligation.

**D-R SPECIAL LIST BUREAU**

(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.



*Well, that looks good!*

*It should!* Printed selling is selective, and the message was addressed to him as a promising prospect. It enters his consciousness through the sense that brings us a large percentage of our knowledge. Printed messages remain the big force in selling. Just as Champion paper is the choice of leading advertisers and printers, a perennial favorite for its high quality, wide variety, pressroom performance and finished attractiveness. The three great Champion mills offer you a complete line for letterpress and offset printing. Given good art, copy and printing, a likely audience, and Champion paper . . . and you have the perfect setup for making big and profitable sales.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO

# handwriting on the wall ...

*A Report by H. H.*

Watch your mail for evidence that hard-fisted, price-conscious selling is coming back *with a bang*.

An advertising-minded friend brought me the four Direct Mail pieces he received at his home on one recent day. He thought them significant.

One from Esquire offered "a magnificent new format" and many improvements at a special bargain rate of three years for the price of two. (A slick promotion piece, incidentally.)

Another, from a lettershop "in the sticks" offered attractive lower prices for mail advertising services.

The third, a renewal notice from Editor & Publisher, emphasized in red overprinting on the memorandum invoice a reduction on one year renewals from \$5.00 to \$4.00 . . . with savings possible on two and three year terms.

## Wholesaling Door to Door

The fourth and last piece in the day's Direct Mail presented to Westchester County housewives a new idea in food purchasing. A Consumer's Wholesale Service in Mt. Vernon delivers food to your door in lots of 12 or more of same item at savings from 6% to 25% off usual retail price. Attached to very excellent letter was a complete comparative price list on a hundred or so standard items. A list to make retailers turn green.

Four pieces of Direct Mail in one day. All emphasizing reduced prices . . . and improved services.

That's the handwriting on the wall. And it confirms some of the things this reporter has been hammering on since our February 1947 issue. Remember one article on "How to reduce printing and mailing costs?"

And then in the January 1948 REPORTER . . . we hit at high prices for Direct Mail services and antiquated graphic arts techniques again.

A year ago, we said that sloppy work, uncertain delivery and high prices might kill the goose that laid the golden egg in Direct Mail. We suggested remedies. It looks like the users of the mail themselves are forcing the remedies. Coupled with



consumers in all other fields, of course.

A February 10th report on a survey conducted by the National Industrial Conference Board contains two significant quotes:

"Nearly all reporting firms are concerned about rising advertising costs and are taking steps to offset them. Media lists are being scanned and weak or secondary media are being dropped. Many companies are adopting the practice of re-running their best advertisements of recent years. In addition, new copy and layouts prepared in 1948 will be used more than once."

## Trimming Lists

"Companies which advertise heavily by Direct Mail are trimming their lists and making a special effort to weed out dead wood. In addition, some are using small-town printers for the preparation of their material to avoid the higher prices which must be paid in large cities."

Loeb Cole, Vice-President of the International Statistical Bureau of New York . . . speaking at the February 6th meeting of the Milton Paper Company Sales Forum made good sense in his comments about paper and Direct Mail.

He predicted that the days of gray and black markets in paper were nearly over. There's more pulp coming. He concluded:

"We have at long last reached the top in paper prices. We have a right to look forward to the standardization in grades. We can expect the colors to be in supply. If we want a green, we don't expect to continue to take a bilious chartreuse yellow. Furthermore, it will become increasingly apparent to all concerned—the mill, the jobber and the customer—that the period of scarcity is definitely over. Service businesses such as we conduct have been confronted with a rise in costs of over 100%. This cost has not been paralleled by the commensurate rise in price.

"Some of my publishing friends have been complaining that costs are so high that they are priced out of the market. We put into the mail perhaps 3 to 4 million pieces of mail a year. Costs have gone up from \$26.00 a thousand in 1939 to \$52.00 a thousand today for practically the same material. The unit of sale is no larger and the return no greater. If costs go higher, we will simply have to curtail promotion. Our problem is not unique. You can draw from this particular generalization that all Direct Mail users are in the same boat and must get their cost down.

## Increasing Competition

"1948 will be a difficult year. It will be one of increasing competition. It will be one where profit margins will decline.

"It will see rebuilding of the sales forces. It will see the exit of the order-taker and a return of the salesman. It will have to see greater efficiency in handling and in selling."

I know what the producers are up against. High rents, high labor, high overhead, high supplies and high headaches. But, they too, will have to get on the bandwagon of a new selling day. They must streamline their operations. They must find ways to help their customers keep Direct Mail practical.

The handwriting is on the wall. The honeymoon is over. I ask all my producer friends to stop a-feudin' and a-fussin' . . . and to get down to hard realities.

Today . . . the sales song is "more and better for your money."

# How one Printer helps Customers keep Costs down

*an exclusive  
report for The  
Reporter*

**Reporter's Note:** In the January issue of THE REPORTER under the title, "What's Ahead for Direct Mail?" I made some nasty cracks about the spiralling costs of all Graphic Arts products and services. I anticipated stepping on some tender toes among our producer friends. Apparently I did. It made me wonder if anyone, anywhere, was doing anything but squawking. Then I remembered that mid-western printer mentioned in the article. I sent a reporter to Evansville. His full report is printed herewith. I hope printer readers will profit from it and that printing buyers and advertising managers among our readers can use it to prod their own sources into similar action.

We went down to Evansville, Indiana in the southwesternmost corner of the Hoosier state to visit Keller-Crescent Company, a printing plant on the banks of the ice gorged Ohio River.

We had been told that Keller-Crescent was sustaining an effective attack on the spiralling costs of advertising printing production.

Here we discovered a management that had detected, more than fifteen years ago, in the depths of the Great Depression, the first "dust devils" of the spiral, which during and since the war, has whirled into a tornado.

These people spotted the early traces and did something about them. In defiance of the traditional belief that "it couldn't be done" they applied modern mass production methods to a "special order" business which has been viewed for years as the antithesis of standardization. They launched a depression born program that has been expanded, refined and intensified continually down through the years. We saw evidence that today that program is more effective than ever before despite the ravages of inflation.

## What We Found

Basically, what we found was this:

1. A general management dedicated to the maintenance of high production and quality standards and low costs; a management constantly alert to all that is new and progressive and that recognizes problems and does something about them.

2. A sales and customer relations policy that's almost what any printing buyer or advertising manager would stipulate if he were given a chance to write his own ticket.

3. A pricing policy based on a sound, revealing cost system and a realistic approach to market conditions,

4. An unusual sense of the obligation to meet delivery promises.

In short, we found an unusual "trinity."

1. "Loving-care" quality.
2. Fast, modern production.
3. Low costs.

## How They Do It

They do it with unique personnel relations that have developed through the years a close knit family of one hundred and seventy loyal employees including twenty-six keymen with twenty years or more of uninterrupted service.

They do it with a forward looking scientific production management that's quick to snap up new ideas, techniques, processes, and equipment.

They do it with an internal selling job which wins from the close knit family complete acceptance and utilization of all the time and labor saving devices, ideas, techniques and processes served up by the scientific production management.

## The People

Markets are people. By the same token organizations are people.

The people in the Keller-Crescent family make the organization what it is.

Basically, they are not different from the people in thousands of other printing plants around the country. The difference is their approach to their jobs, their relations with management, the conditions under which they work, and the tools and techniques with which they work.

This relationship first took definite shape back in the depression years.

There was a shortening of hours and a staggered vacation plan that spread the work. Everyone had less

work but everyone had work. Nobody got layed off.

Six months before the nation's press reported, and editorialized on the famed General Motors' employees loan plan Keller-Crescent's management put into effect a plan that accomplished the same objectives with only slightly different provisions.

Throughout the depression there was only one wage reduction for the Keller-Crescent family of workers. That was a ten percent cut in the late months of the year before the upturn. It was restored within six months, voluntarily, at the first signs of recovery.

Working conditions were improved constantly. Time saving, labor saving ideas, methods and equipment were introduced.

This pattern is still in effect. Internal selling is done with foremen meetings, intra-departmental open forums, conferences on special jobs or problems attended by all employees directly concerned, poster campaigns on shop bulletin boards, payroll check envelope enclosures.

Information on all phases of the company's operations flows freely from management to employees. Foreman and key employees are consulted each year when the accountants are planning the budget for the ensuing year. Workers throughout the plant have developed a sound appreciation of management's problems. Most of them understand the elements of the hour costs and the importance of maintaining tight control over these costs through the elimination of waste and excessive non-productive time.

All this brings to each employee

- (1) the need for giving full value in production in order to build security for himself and the industry.
- (2) a keen realization of the part he himself constantly plays in strengthening the organization and maintaining customer relations.

#### *"Loving-care" Quality*

"Loving-care" quality is almost a religion at Keller-Crescent Co. Everybody wants to get into the act and everyone's welcome. Not satisfied with what the industry calls "commercial quality"! Proud of their jobs and their skills! They're told the purpose and eventual end use of every important job.

TAYLOR REGISTERSCOPE GIVES FIRST PRESS SHEETS IN REGISTER WITH MINIMUM OF MOVES.



The whole employee family caters to customer demands and customer idiosyncrasies. Rarely is a customer's "sacred cow" killed at Keller-Crescent Co.

Naturally, they have their bad hours and bad days. They turn out an occasional inferior job. But in the long pull, from what we saw, it seems safe to assume that the cult of "loving-care" quality prevails and most of the delivered product reflects it.

Customer furnished art and reproduction copy is scrutinized with a jaundiced eye by all through whose hands it passes.

Somewhere along the line, if it's not up to Keller-Crescent standards, it's stopped. A conference is held. Defects are labeled. Back to the customer goes a report, tactful but accurate. With it goes an offer to make repairs, or alterations.

Proofs come back with suggestions from compositors or mark-up men for improvements in typography.

Color proofs go out with proofs of the specified colors PLUS extra proofs of "production's choice" which is Keller-Crescent's polite way of saying, "You had a good color selected but we think we've got a better combination. Here are proofs to give you a comparison and a chance to change your mind."

Hang around that plant a few days and you'll see these manifestations of "loving-care" at every turn, day and night, around the clock.

#### *A Date for Every Job*

"Try to make the kind of promises we can keep. Keep them if it's humanly possible. Give plenty of advance warning if delays are inevitable." That sums up the "delivery promise" philosophy.

The *big idea* on delivery promises stemmed from this basic attitude. Every job is given a date and a complete system of reports and schedules is maintained to meet the dates.

A "home made" scheduling board keeps men working, machines running, and jobs moving. It does everything but talk, and it doesn't take a Rube Goldberg disciple to operate. One hour of one girl's time each day does the job.

In an industry that has always been beset with the nerve wracking grief of meeting deadline dates, this device is a godsend.

#### **What They Do It With**

The triple play of high quality, fast precision production, and low operating costs starts in the preparatory departments.

The company operates its own art studio supervised by a highly competent art director. Located six steps from its own offset and letterpress platemaking departments the studio is in a strategic spot for immediate consultation with topnotch craftsmen of either reproduction process. It

lock-up stones. In the letterpress platemaking department a "king size" make-up gauge is used to assure accurate mountings, particularly when mounting color plates in register.

#### *Pre-Makeready and Special Proofing*

A highspot in the plant is a streamlined, white walled, brilliantly-lighted surgically-clean, work shop called "Pre-makeready and Special Proofing" which serves a dual preparatory function.

Here, working under ideal conditions, white smocked craftsmen operate precision proofing presses to apply "pre-makeready" and "pre-register" to every letterpress engrav-



**HACKER GAUGE ASSURES LIFT, PRE-REGISTER, LINE-UP.**

eliminates thousands of delays caused by "multiple source" methods.

#### *Hacker Page Make-Up Gauge*

Mechanical precision commences in the composing room. Each compositor works with a Hacker Page Make-Up Gauge which assures "lift," pre-register and "line-up" and makes the composing room the "initial point" for precision throughout production.

Gone at Keller-Crescent Company is the bugaboo of lost time in lockup due to the necessity of carding and spacing pages in order to make them lift.

But the "make-up" gauges and their multiple advantages are not confined to the composing room and

ing and produce all the reproduction proofs for offset platemaking.

Chief significance of "Pre-makeready," however, is its function in assuring that every component of every letterpress form has been subjected to rigid pre-makeready inspection before going to the lock-up stones.

#### *Precision Lock-up*

In lock-up the precision motif is carried forward. An abundant supply of accurate, well maintained lock-up material is readily available and made more so by movable materials tables, one for each lock-up stone.

Chases and presses are coordinated. Each chase is accurately fitted to the

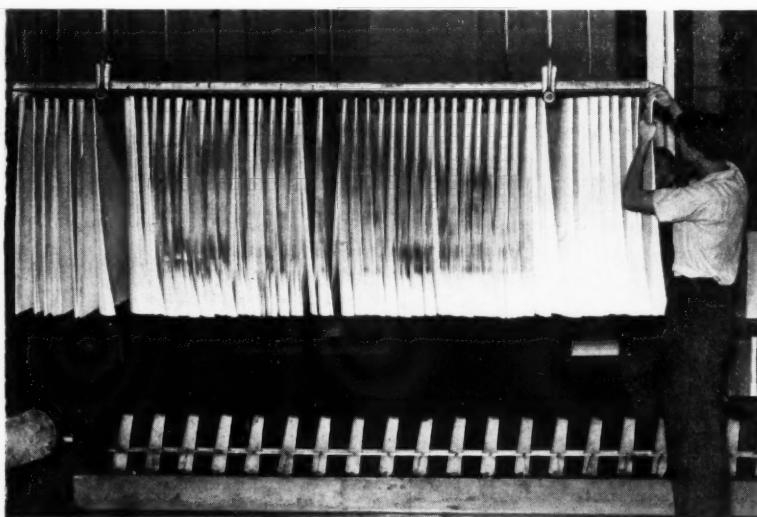
press upon which it is to be used just as though it were an integral part of the machine.

Standard chases uniform for each press, and special gauge layouts supplied in advance, enable Keller-Crescent to avoid much idle time by calculating material needs and assembling the stuff while waiting for units from the composing room. Nothing goes to the stone until it's been approved as "O.K. to print."

Thus, once lock-up starts, it moves with the rapidity and accuracy of a photo composing machine.

#### *Taylor Registerscope*

For color work the whole process is given added impetus by one lock-up



MODERN PAPER CONDITIONING EQUIPMENT FOR PRESSROOMS.

table fitted with a Taylor Registerscope. This is an overhead device mounted above the stone. The stone man lays a press sheet of the "first color" on a plate glass top, overhead. At eye level above the stone there's a movable glass frame which can be shifted about above the color form on the stone, in all directions.

We saw this method produce "first press sheets" that were in register with a minimum of moves on the press, and some with no moves at all.

#### *Paper Conditioning*

Once ready to roll, the pressmen in both offset and letterpress departments are assured of properly sea-

soned, easy to handle paper as a result of three related factors:

1. All areas of the plant in which paper is stored, handled or processed are equipped with devices which control temperature and relative humidity.
2. When placing "special making" orders for stock, the Purchasing Department specifies the desired moisture content based on recommendations from the Production Office. This keeps moisture content of paper in reasonable harmony with atmospheric conditions in the plant.
3. Both letterpress and offset pressrooms are equipped with

vide precision control and close coordination with "gauge make-up".

DRAFTING MACHINES as standard equipment for "paste-up" tables in the "offset copy preparation" department and on "stripping" tables in the offset platemaking department to assure absolute accuracy and perfect alignment.

MAGENTA HALFTONE SCREENS now on order for use in making both letterpress and offset halftone negatives.

DAILY REPORTS from Composing Room and Letterpress Platemaking to production AND sales personnel showing detailed schedules for composition, reproduction proofs and engravings to coordinate preparatory steps with the master delivery schedule.

FLUOROGRAPHIC PROCESS used in platemaking departments to speed up the process, eliminate costly hand work and provide better control of reproduction.

SPRAYING EQUIPMENT on every letterpress synchronized with the machine cycle to coat each press sheet with a film of small particles which separate the sheets to prevent "offset" and smears, promote quick drying and reduce spoilage.

#### No Bed Of Roses

This organization has grief and troubles akin to all phases of the Graphic Arts. Like most plants, in this period of excessive demand for the Graphic Arts product, Keller-Crescent is overloaded with work. The organization is beset with all the troubles common to the industry, including a shortage of skilled craftsmen, inability to get new equipment, and not enough planning and supervisory personnel for the work that has to be done. There are stresses and strains and the perennial struggle between production and sales is as evident here as in any shop you'll visit. There are delays, mistakes, squabbles and recriminations but because there is a basic overall plan and a deep rooted will to overcome all problems and go forward at a steady pace, the good far outweighs the bad.

modern paper conditioning equipment for handling, seasoning, drying and moisture content adjustment.

These factors reduce to a minimum the usual pressroom troubles.

These major, "stand out" ideas, techniques, and devices are supplemented by a whole host of lesser tricks, gimmicks and gadgets, all of which we didn't have time to study carefully.

But they include:

OFFSET COPY PREPARATION, usually referred to in the industry as "paste-up," under the supervision of the composing room foreman to pro-

Reporters Final Note: Other plants throughout the country may be attacking the problem along similar lines. Keller-Crescent is the one we heard about first. From now on The Reporter wants to know about any and all attempts to reduce Direct Mail costs by improving graphic arts techniques. All reports welcome.

# Should Mail Be Dropped From Direct Mail Advertising?

By HARRIE A. BELL

Dear Henry:

"Why don't more people feel free and easy about Direct Mail?" you ask, in your leading article in the January issue.

I'll tell you the reason: because so few people know, clearly, what Direct Mail is. And that doesn't surprise me, because in my opinion there is no such thing as Direct Mail.

Too many people, and that includes you, Henry, are taking no pains to correct the fault that crept into our business years and years ago.

## Word Mail Unnecessary

Good men and true, in those earlier days, sought to differentiate our type of advertising from the well-recognized mass media such as newspaper and magazine space, bill boards and car cards.

They understood very well that the distinguishing factor is that our media is direct—to selected groups, and to each individual (or individual firm) in those groups. So they knew that it is Direct Advertising. In an unguarded moment they added the wholly unnecessary word *mail*, because a whale of a lot of Direct Advertising does go out by mail.

## It's Confusing

We have reaped the confusing rewards of that error. But why not correct the misnomer by being

extremely meticulous in our own talking and writing? Then maybe more people will feel "free and easy", because they will understand what they are talking about.

## 3 Types of Mail Order

Of course, the fly in the ointment has been that perfectly proper use of the term "Mail Order" to describe a method of selling goods which depends on orders coming back through the mail. But in seeking orders, Mail Order need not, and definitely does not, depend entirely on mailing pieces.

You recognized that clearly, Henry, in your note on the Macfadden article in the January Reporter. To quote you: "There ought to be some new definitions to differentiate between mail order by mail alone; mail order by catalogs and mail order by space ads."

## The Direct Approach

Why not clarify our thinking—and our writing—so that we do not need new definitions?

Aren't we grown up enough to recognize that there are two types of Advertising—the Mass approach and the Direct approach?

All kinds of business people who advertise at all can, and do, use either the Mass or the Direct approach. Among those business people who use the available media—either Mass

or Direct—you will discover many who conduct their business on the Mail Order principle (where the word mail refers to how the orders come in, not to what method is used to approach prospects). But that doesn't make the kind of advertising they use eligible to any separate classification.

Those Mail Order people are merely using the types of advertising any other outfit can use. When they use space to tell their story and to garner sales, they are using the Mass approach. When they get lists of names and send out their material to selected groups, and to each individual in those groups, they are using the Direct approach. Mail order catalogs—since they go to selected individuals—are also the Direct type of advertising.

An automobile dealer or a liquor manufacturer doing the same thing doesn't set himself apart. He selects and uses either Mass advertising or Direct advertising, and no one gets confused.

Now, then, let's recognize Mail Order as merely a way of doing business, in regard to *how* the orders come back—regardless of what type of advertising was used to persuade people to send in the orders.

## Mail Via Mass Media

If we will do this, we then have identified Mail Order as simply a means of selling, as a certain way of doing business; and that's exactly what it is, and nothing more. When a Mail Order house uses Direct Advertising, the orders will come in by mail. When it uses Mass Advertising (space in newspapers or magazines, or even radio or television) the orders also will come in by mail. *Mail* in Mail Order refers, therefore, only to the method by which the orders come in—with benefit of any personal salesmanship—and has no reference to the type of advertising used to seek orders.

To complete the picture, Direct Advertising admittedly is sent in tremendous amounts through the mail—but not entirely so. In fact, much Direct Advertising never gets into the mail. So much, that there is no possible excuse for us to permit that word *mail* to remain, in describing

Direct Advertising. No matter how it is distributed, advertising is Direct when it gets to selected groups of probable buyers, and to each individual in those groups.

#### A Case In Point

The examples to substantiate this are legion. But, for the doubting Thomases, let me refer to only one example, which has come to my attention within the past week:

We have moved recently into a new community. The other day a "hostess" telephoned for an appointment to call on Mrs. Bell "to bring her some gifts." In due time she arrived with a pot of flowers from a local florist; letters from the Chamber of Commerce and the Police Department welcoming us to the new area; certificates for a free shampoo and wave, for a pint of ice cream, for packages of frozen foods; booklets, folders and other helpful printed material for this and for that from over a dozen of the local merchants.

#### Direct To Selected Group

Not one of these came through the mail, not even the letters. But there was an investment of from ten to fifteen dollars in this one Direct Advertising contact. (Of course, this technique is duplicated every time a new family moves into the community.) I could cite dozens of cases, in our business contacts, where a large part of the distribution of catalogs or other material was definitely not by mail. (You referred to a Western Union distribution, in the article first quoted.)

Package enclosures are often planned to reach a logical prospect (one who has just purchased our goods) to interest him in some of our other products. That is certainly *direct* to a selected group (our customers), and the word *mail* is, in such cases, an absolute intruder.

Well, there you are, Henry. That's my story, and I intend to stick to it.

Cordially,

Harrie A. Bell

MARCH 1948



# Help yourself to PONTON'S MILLIONS

Selected, live, classified buyers—quickly convertible into profits! Let Ponton guide you directly to **your** real prospects. Ponton's 63 years of productive list leadership bring you these unrivaled advantages:

**YOUR LISTS MADE-TO-ORDER!** We sell no stock, "shelf-stale" lists. Each is individually compiled—from the very latest sources—to do the job you want done.

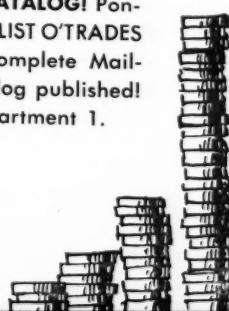
**VERSATILITY UNEQUALLED!** Ponton lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

**SPEED, ACCURACY**—the maximum obtainable is guaranteed at all times.

**24,000 CLASSIFICATIONS** readily available! Other special lists promptly and efficiently supplied.

**LATIN AMERICAN** lists a specialty!

**COMPLETE CATALOG!** Ponton's famous **LIST O'TRADES**—the most complete Mailing List Catalog published! Write to Department 1.



COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

EST. 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

**W. S. PONTON** inc.  
AT THE HEAD OF THE *Lists*  
635 Avenue of the Americas, New York 11, N. Y.

*Some expert advice on*

# AYOUT

*by Frank Kilker*

No matter what theories on magazine layout I advance, successful examples can be found proving just the opposite of what I might tell you.

There are almost as many styles of magazine format as there are magazines. For that reason, what I have to say is not the "best" that can be said. I will merely attempt to touch briefly on the principles that guide the art editors, when they lay out the editorial pages of *one* magazine —The Saturday Evening Post.

## Directness and Simplicity

The key plan for our attack on the reader's interest by the use of layout is based on *directness* and *simplicity*. Assuming that an article or story would interest a reader if he would but read it, it follows that the most direct manner in which that interest can be stirred is to make it as easy as possible for him to see what is being said. Ease of reading, therefore, is our principal goal. In attempting to achieve it, the things we don't do, rather than the things we do, show us the greatest promise of success. Here are some of the things we don't do.

## About Hand Lettering

We avoid like the plague any of the common methods of page mutilation, such as . . . *the use of illegible type or hand lettering*, simply for the sake of its attention value or because it's different. "It is so easy to go wild in attempting to get an exciting appearance to a page." Sometimes

the whole purpose of the layout is destroyed by the use of tricky lettering or unusual type faces in headings or titles because of the time consumed by the prospective reader in trying to decipher them. More often than not, such a procedure is an open invitation to go on to the next page, and that's not so good for the readership of the pages left behind. We consider the practice of setting large areas of text all in caps, in italic, or in extremely condensed faces, a misuse of type, because it places an extra and unnecessary hardship on the reader's eyes. Type set in that manner is not as easy to read as if set in upper and lower case roman.

Another practice we avoid: placing the elements of a layout, such as headings or illustrative material at angles to the horizontal limits of the page. Pictures and photographs are arranged so as to be seen easily. We

do not want to force a reader to turn the magazine this way and that as if it were a square steering wheel . . .

## Overprinting

Overprinting of type matter or lettering, on photographs, paintings or tone backgrounds is another sure way of slowing up a reader. It has been done in our magazine in the past and will probably be done again in the future. But overprinting is purely a layout man's device for getting a different look to a page, when he can't think of anything better. Sometimes you can trick a reader into stopping at an article as he goes through the magazine by sheer daring shock treatment, like printing a message in large letters across a photograph or drawing, but the result is a confused combination of elements which fight with one



## Frank Kilker . . .

*Reporter's Note:* Frank Kilker is Associate Art Editor of the *Saturday Evening Post*. He was the featured speaker at the February meeting of the New York House Magazine Institute. The members wanted to know how the technique developed by S.E.P. could be applied to house magazine publishing. THE REPORTER covered the meeting. We are digesting the highlights because we believe that the good advice given by Mr. Kilker can be followed by designers of booklets, catalogs, folders, broadsides and . . . nearly all Direct Mail pieces. It makes good sense.

another for attention. Each suffers in holding the interest of the reader. Strong visual impact is a desirable thing in the appearance of a page, but the message should get across because of it, and not in spite of it.

### Body Type Areas

The cutting up of body type areas into irregular shapes is another barrier to reading ease we try to avoid. Such a practice is usually the result of the indiscriminate use of vignetted illustrations, or the grouping of photographs into unusual shapes. A page laid out in this manner begins to look like the first cousin to a weather map, and you know you have to be mighty interested in the weather to attempt to figure out one of those diagrams. It also results at times in too narrow type columns. The number of characters in one line of body copy should never be less than the number of characters in the alphabet—26. The use of vignetted illustrations or the grouping of photographs into one shape is not bad layout practice in itself, but it is unwise to make the edges of printed matter conform to the irregular edges of the illustrative material.

### Black On White Best

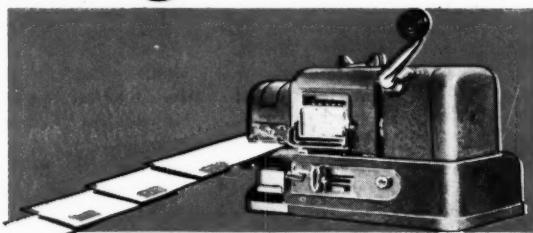
We never attempt to print the main body text of the magazine in any color but black. Contrast between light and shade and/or contrast between colors is what makes an object visible. The stronger the contrast, the better the visibility. Black on white gives the best contrast for practical magazine purposes, when taking into consideration the long established reading habits of the public, and the impractical aspects of using the only other color combination of greater contrast—yellow on black. When the main bodies of copy are printed in any other color, such as blue or red, for instance, the effect is novel, but you are not only fighting the rules of visibility but are bucking the reading habits of your readers. If color is available use it anywhere but in the body text.

At the Post we avoid a disproportionate difference between text and illustration on the opening pages of an article or story. A good magazine piece contains a lead portion

(Continued on Page 16)

MARCH 1948

# Mailing's fleeter



## Life is sweeter-

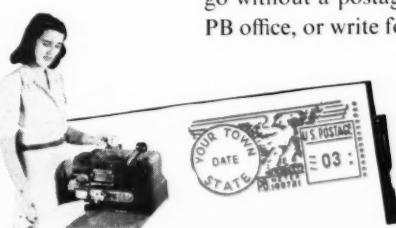


## Hard to beat her



## Postage Meter!

In fact, nothing beats a postage meter at mailing letters and parcel post! . . . Does away with adhesive stamps, and stamp sticking . . . Provides exact postage needed for any kind of mail . . . Prints stamp and dated postmark directly on envelope, seals flap at the same time . . . Prints on gummed tape for parcel post . . . Faster and more efficient than manual mailing, saving effort, time, and postage . . . Automatically accounts for postage used, gives absolute protection against postage loss or "borrowing" . . . Worth its cost in convenience, usually pays its way in savings . . . Model for every office, large or small . . . Don't go without a postage meter any longer—call nearest PB office, or write for illustrated booklet!



### PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc. 2040 Pacific St., Stamford, Conn.  
Originators of Metered Mail. Largest makers of mailing machines. Branches in 63 cities in U. S. and Canada.

which is planned to whet a reader's interest in the remainder of the article. If too much space on a page is devoted to pictures, portions of that lead go over into the hanger pages of the book. Therefore, the portion of the story that is planned in part to get the reader to turn pages to get into the rest of the story is never given a decent chance to be read.

The handicap to readership is evident. Inversely, surveys have shown that spreads having too much text on them have a tendency to frighten the reader. The impression that there is too much to read at the moment hits the reader and unless he has a strong personal interest in the subject matter, he is likely to put off reading the piece until he has more time. You know how rarely he gets that time. The Post differs in its conception from the picture magazines. The picture magazines use text to illustrate the pictures. The Post uses pictures to illustrate the text. It logically follows that in the Post, illustrations should not overpower and choke the text to death.

### Layout a Creation

What to tell you about the things we do in the creation of a layout is a little more difficult than telling you what we avoid doing. An interesting layout is built from so many intangible things. Strange as it may sometimes seem to editors, a layout is in good portion, a creation. A good layout of a page is ninety percent inspiration and luck, and only ten percent formula. Taste and good judgment are important parts of a layout man's makeup and he should draw on these

qualities at all times. For example, the decisions on which photograph or photographs should be given the most display . . . whether photographs or art will do the job better . . . or whether any illustrative material should be used at all . . . require careful judgment before the layout of a page is even begun. The wrong decision can easily detract from an article's interest or popularity.

## SUMMARY

### of what to avoid in layout

1. Use of illegible type or hand lettering
2. Awkward angles
3. Overprinting
4. Irregular shapes of type areas
5. Poor color visibility
6. Unbalanced text and illustrations

As tools in helping us layout a page we use a number of intangible human elements.

► Curiosity . . . anything unusual commands man's attention. So we know an unusual treatment to a page will command his interest.

► Liking for color . . . the entertainment a reader receives from a picture is enhanced by color. So we try to keep the more entertaining features of the magazine, such as the fiction, travel articles, pieces about the entertainment world, etc., illustrated in color.

► Reading habits . . . because people have become so used to reading news-

papers, the average reader will read a piece set in newspaper size type a lot easier than a piece set in a type three times as large, even though the latter is obviously much easier to see. The type in the Post is not much different in size from newspaper fonts, and of the same family of design.

### What Is Good Layout?

The physical identity of any good product is usually considered an important asset, and that fact is no less true of a magazine. Layout style is without question the most important factor contributing to a magazine's physical identity and should have the appearance of being constant. I say it should have the appearance of being constant because at the Post we are actually constantly changing the book's format. This change is subtle but very definite. Changes in layout are never radical enough to make the reader aware of them from week to week, but are definite enough to make the change obvious from year to year. We do this to avoid allowing a feeling of monotony to creep into the magazine's appearance. Variety in editorial fare should be reflected in the page layouts of a book but should not be so radical as to make a reader forget what magazine he is reading.

### It's Good If It Works

Trying to answer the question of what makes good layout is about as hard as trying to give the answer to the question of what makes a good newspaper. A newspaper formula that has been a success in one city will turn out to be a dismal failure in

another and vice-versa. The same is true of the same layout styles in two magazines.

As far as format is concerned, I can only add . . . if it works, it's good. If it doesn't work, it's bad.

*Reporter's Final Note: Sorry we can't show you the examples of poor magazine page layout which Mr. Kilker used to illustrate his points on what not to do. We could find plenty of direct mail pieces which violate the sensible rules given here. Mr. Kilker emphasized during the question and answer period . . . the layout principles used by S.E.P. are not just personal whims, but are the result of extensive surveys into what style layouts and art draw the greatest reader interest.*

## A NEW BOOK ON L A Y O U T

"Layout of Advertising and Printing" is name of new book which is really a knockout. Written and published by Charles J. Felten. (a recognized expert) 250 West 57th Street, New York 19, N. Y. Price \$5.00.

This book gives one of the most complete descriptions of techniques for planning, designing and production of all types of printed matter, based on the practical application of the principles of design to the creation of advertising and printing. Written in a concise, "down-to-earth" style, it contains patterns and procedures that are as applicable to the smaller printer's rough as to the art director's visual.

Should be valuable to the artist, copywriter, composing room apprentice and craftsman. Fully illustrated with hundreds of sketches and "how-to-do" illustrations. Chapters on lettering and type faces. Deluxe letter press edition of 132 pages and cover, cloth bound.

MARCH 1948



***The finest letterhead paper ever produced by Hammermill craftsmen***



Many men who are particular about the paper that represents their business turn to the new Hammermill *Cockletone Bond* today. They find in this handsome paper the quality, the unmistakable "heavier feel," the crisp crackle and snap that add an extra impressiveness to their business messages.



We invite you to examine this new accomplishment of modern paper-making . . . and consider appointing it *your* business representative. Just send for a sample book.

**LOOK FOR THE *Cockletone* WATERMARK**

Hammermill Paper Company  
1621 East Lake Road, Erie, Pa.

Please send me—FREE—a sample book showing the new HAMMERMILL *Cockletone Bond*.



**SEND FOR THIS  
FREE SAMPLE BOOK**

Contains samples of *Cockletone Bond* in all weights for letterhead use . . . matching envelopes.

Name

Position

Please be SURE to write on, or attach to your business letterhead.

R-FEB

## Strictly Mail Order

**Reporter's Note:** This department of THE REPORTER is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

Here's a question submitted to this department: "What is the percentage of rejects on C.O.D. orders? We are running coupon ads stating 'Send no money, just send your name and address, and we will send the article C.O.D.' On the average, what percentage of the orders should we expect to be rejected upon arrival."

It will vary with product, offer and class of purchaser. But, some of the mail order experts should have valuable statistics (if they will release them). Send answers to this department.

Lawrence G. Chait of The Wall Street Journal, 44 Broad Street, New York 4, N. Y. makes sense in a recent letter. (His six page letter was described in February Reporter.)

"Many questions have come to us recently, Henry, as the result of a six page letter we have been testing. These questions illustrate a tendency to think of Direct Mail in terms of technique rather than content.

"Your article in the January issue of the *Reporter* pointed up this subject. After all, in terms of the individual who receives a Direct Mail offer it is the contents that count not a 'success formula'.

"I do not mean to imply that the textbook maxims should be thrown overboard but a good letter can forget a lot of so called rules and be successful, while another letter may adhere to all the technical niceties—and still fall flat on its face.

"Can't we somehow get away from this mumbo-jumbo of 'is a two page better than four' or 'how does red pull versus blue'?

"Originality, change-of-pace and ideas ought to pay off in anybody's mail."

John Caples, vice president of Battten, Barton, Durstine & Osborn, Inc., New York City, and author of "Tested Advertising Methods" was featured speaker at February meeting of New

York's *Hundred Million Club*. He described, with blow-ups of actual ads, his methods of testing for headlines, copy, layout, position, etc. Gets best results (or most definite statistics) with split runs in newspapers. Half issue with one ad—revised ad in other half. Concluding, Mr. Caples offered a summary of the principles he has learned from his years of testing advertisements. Although angled for newspaper and magazine advertising, the same principles are applicable to mail order.

1. Select the right audience for offer or message.
2. Make it easy to understand.
3. Be believable.
4. Feature manufacturer's name if it is of national repute.
5. Be specific.
6. Offer quick results.
7. Carry a complete sales talk (even if given many times before).
8. Appeal to the reader's self-interest.
9. Clever approach does not go over as well as simple, straightforward approach.
10. Tests prove that people generally are attracted to ads of joy instead of work in headlines and leads.

Business firms now can ship fresh eggs to their colleagues in Great Britain. The "Food Parcel Clinic" of Overseas Associates, Inc., 136 West 22nd Street, New York 11, N. Y. will send by air express, in specially constructed crates, three dozen fresh eggs to recipients abroad for only \$7.95.

Eggs are most urgently needed, but Overseas Associates also ships hams, turkey, butter, jams and jellies, shortening, salad oil, and hundreds of other most needed foodstuffs to Britain and the Continent—foods suggested by on-the-spot Overseas agents.

Note from R. O. Coburn of the Coburn Mfg. Company, Whitewater, Wisconsin asks this question:

We use business reply envelopes quite a lot and you write about them

When buying or selling mailing lists . . .

It's  
to have a  
SEE  
Good  
Good  
GEORGE  
G  
Business  
Broker  
RYANT

Need a specific mailing list? Want to rent your own lists? Consult our specialists who can save you money. Write today.

George R. Bryant

75 E. Wacker Dr., Chicago 1, Ill.  
55 West 42nd St., New York 18, N. Y.

Prominent Users of Strathmore Letterhead Papers, No. 76 of a Series

frequently. Have you ever thought what an awkward phrase "business reply envelope" is? Why not a standard, abbreviated nomenclature for such envelopes? How about "bren"?

*Reporter's Note:* Or "Brenvelopes." Anyone else have a suggestion? The term should be shortened.

Tom Lyons of Barron's, 30 Kilby Street, Boston 1, Massachusetts adds another voice to this department with the following item:

Barron's Book Department recently received an order from a bookstore in Dublin, Eire. The order form was a single sheet  $10\frac{1}{2}'' \times 8\frac{1}{4}''$  with a centre vertical fold the  $8\frac{1}{4}''$  length and two parallel horizontal folds making the piece as it came through the mail about  $5\frac{1}{4}'' \times 2\frac{3}{4}''$ . The bottom fold was tucked into the top fold in the manner your newsboy carrier folds your daily paper when he wants to heave it from the street to your porch without crossing the lawn. There was no envelope enclosing the Dublin order. Just the single sheet folded as described, and it arrived in perfect shape, not a wrinkle or crease except the folds. This might offer an idea for an economy-minded mailer.

Report from M. P. Brown, 158 West Magnolia Avenue, Fort Worth 4, Texas:

On January 6th I made an honest test of two color multigraphed letters against one color. All other factors were the same . . . copy, mailing date, stationery, enclosures, etc. A list of 10,000 names was used; every other name received 2-color letter, and the balance one color. Black was tested against red-and-black. As of Feb. 10th, the black has pulled 118 orders; the black-and-red, 143.

I don't believe that percentage will hold universally; there's too wide a difference, so I'm going to make the test again very shortly . . . but, in the meantime, it's black-and-red for me.

A report from: Arthur Martin Karl, 25 West 45th Street, New York 19.

*(Continued on Page 21)*

MARCH 1948



*Discerning, smart, Saks Fifth Avenue  
picks STRATHMORE  
for its letterhead*

In every last detail, Saks Fifth Avenue expresses the taste and discrimination of an establishment that serves a distinguished clientele. With considered judgment it chooses to write all communications from its executive offices on Strathmore. The very look of the letter gives the recipient a feeling that whatever comes from Saks Fifth Avenue must be right.

All over America firms with fine reputations to maintain express the character of their houses with Strathmore Letterhead Papers. Does your letterhead paper do your company full justice? If it leaves something to be desired, ask your printer to show you samples of Strathmore papers.

*Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Bond.*

**STRATHMORE** **MAKERS**  
**OF FINE**  
**PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

# How Much POWER Are You Using?

By EARLE A. BUCKLEY

Direct Advertising is a tremendously powerful force. There's no doubt about that and the proof, if you require any, lies in the fact that last year American business invested over a billion dollars in this one medium alone.

But a great many of us, while looking on Direct Advertising as a valuable sales tool, forget that it is a *multi-sided* tool. It can be used successfully not just for a few jobs, but for *many* jobs—and highly important ones, too.

Take your own business, for example. How many different ways are *you* using Direct Advertising?

The DMAA lists 49 ways of putting Direct Advertising to work, but eliminating the near duplications and some of the less important functions, we might wind up with a list of *basic* uses somewhat as follows:

Building morale of employees, keeping them continually sold on the company and its products.

Soliciting new ideas and suggestions.

- Paving the way for salesmen.
- Securing inquiries for salesmen.
- Teaching salesmen how to sell.
- Stimulating salesmen to greater efforts.
- Following up prospective customers after salesmen's call.
- Keeping contact with customers between salesmen's calls.
- Developing sales in territories not covered by salesmen.
- Securing new dealers.
- Helping present dealers sell more.
- Merchandising the advertising and selling helps to dealers.
- Educating dealers on superiorities of a product or service.
- Educating retail clerks.
- Securing inquiries and/or direct orders from prospective customers.
- Welcoming new customers.
- Increasing consumption of the product among present users.
- Winning back inactive customers.
- Selling individuals who can influence the purchase of or specify the product.
- Bringing prospective buyers to a store, showroom or factory.
- Obtaining information from customers, prospects, dealers, clerks, salesmen, etc.
- Capitalizing on special events.
- Reducing sales resistance to a product or company.
- Creating demand or acceptance for a product.
- Correcting and building mailing lists.
- Selling stockholders and others interested in the company.

Granted, few businesses could use *all* of them. Some companies have dealers, but don't employ salesmen. Others have salesmen but no dealers. Still others handle everything by mail direct with the customer. And some are retailers or service organizations with an entirely different problem.

Look over that list again and figure out how many of the uses given would be at all appropriate for *your* business. Then check the ones you are actually using and see how high your batting average really is.

If you *could* use 10 and *are* using only 5, you're only taking advantage of 50% of the Direct Advertising power available to you.

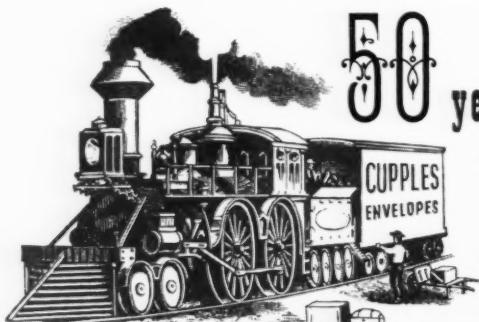
Generally speaking, a manufacturer with salesmen, selling thru dealers, might conceivably use all but one of the 26 listed. Chances are he wouldn't (or shouldn't) be interested in securing *direct* orders, but he might find all of the other uses applicable to his business.

Another type of manufacturer—selling by mail to dealers—might use 17 of the 26.

A company selling direct by mail might find that only 13 applied to his particular business.

That's the first fact to determine—*how many* of the 26 basic uses are practical for a business such as yours. You can answer that better than anyone else and in the answer might easily lie the secret to more sales, higher profits, more customer goodwill, higher and more efficient production thru greater employee loyalty.

Why not look into it?



## 50 years of progress

From Iron Horse to Diesel . . . the growth and development of the railroad has been rapid indeed. Cupples' ascent to prominence in the envelope field has been equally meteoric. Today we are working harder than ever to design more attractive envelopes for *your* 1948 mailings.

S. CUPPLES ENVELOPE CO., INC. • 360 FURMAN STREET, BROOKLYN 2, NEW YORK

► LEON J. BAMBERGER of R K O Radio Pictures, Inc., New York City, recently visited Postmaster Donaldson to suggest that the Post Office issue a special Freedom Train commemorative stamp. Leon is very active in philatelic circles. He fathered the ideas for the first United Nations stamp, the 50th Anniversary of Motion Pictures stamp and the Thomas A. Edison Centennial stamp.

► THE PAPER MAKERS ADVERTISING ASSOCIATION recently voted to change the date of their annual luncheon meeting and election of officers from being held during the American Paper & Pulp Association Convention in February to the National Paper Trade Association Convention in April. (Tuesday, April 6th, Lexington Hotel, New York.)

# Vari-Typer

## writes with PRINT-STYLE TYPE

### in over 300 attractive styles and sizes

Vari-Typer\* looks like a typewriter, is easily operated by a typist. But it uses *instantly-changeable type* that can give your forms and bulletins the appearance of printed matter at a cost so low it's hard to believe.

\*Reg. U.S. Pat. Off.  
and foreign countries  
Marca Registrada  
Marque Deposee



#### LARGE TYPE FOR HEADLINES

Book and News Types for fine Appearance

**Italics OR BOLD FACE FOR EMPHASIS**

CONDENSED TYPE FOR FORMS AND STATISTICS

Ψαξ" σξεδχρωτγβ" ηνυθμικ, ολ. π~-

And Type for Any Language

#### GIVES A PRINTED APPEARANCE to office stencil and offset duplication

Vari-Typed stencils or master copy are automatically spaced . . . with both margins squared . . . clean and sharp . . . ready to be run off the same day in any duplicating, offset, hectograph, blueprint or photostat machine. Average savings in cost are tremendous, sometimes as high as 80 percent! Write today for Booklet No. R 12 or demonstration. RALPH C. COXHEAD CORP., 333 Ave. of Americas, New York 14, N. Y.

### Strictly Mail Order

(Continued from Page 19)

Your new Mail Order department sounds as though it will be a pretty indispensable part of THE REPORTER.

To start off with something controversial, we would like to cross swords with the DMAA on a little item published in the last issue of their Bulletin. This item was at the end of the list of new members, and went this way:

"This Roster is provided solely as a courtesy and for the information of members of the DMAA. Its use for solicitation or circularization purposes will be considered a breach of confidence and good taste. The Board of Directors will appreciate being informed of any party or parties guilty of such violation."

To us, such an attitude is absolutely incomprehensible. The members of an organization whose primary interest is direct mail should welcome all the mail that comes into their office.

If there is one quality which users of Direct Mail must have, it is

imagination. How can such a person shut his eyes, bury his head in the sand and say to himself, "I am a manufacturer of automobiles. The mail advertising of a firm selling books, ties or services is of no interest to me, and I do not want to see it. Moreover, a firm has no right to compile a list of prospects from whatever source he can find, so any material I receive which I suspect was mailed to any such list, I shall throw in the wastebasket unopened."

As a matter of fact, we believe that a true mail order bug has an itch to be on every list in the country, and we know that a great many of them purposely buy books and merchandise just to see what goes on in the mail order world, and to get ideas for their own material.

Isn't it somewhat useless to put such restrictions on these scattered names when it is possible to secure the same names by renting the REPORTER list? It might be said that it is to our advantage, as a broker, to try to channel such uses into the

rental field so that we could collect a commission. However, it has never been our policy to be so shortsighted, and we have always encouraged Direct Mail people to compile their own lists wherever and whenever they could, and have even given advice on how to go about it free of charge. If a firm starts building up a house list, what good is a rented list to him, especially if new names can't be separated from old ones?

Now that that's off our chest, how about some real good rebuttals?

*Reporter's Note:* The DMAA was following the custom of most Associations and Clubs which publish their membership lists. No one seems to know how or why custom was started. THE REPORTER agrees with Arthur Karl. Every person interested in Direct Mail, in improving technique, should try to get on as many lists as possible. He should welcome every piece of Direct Mail for the ideas it might stimulate.



# Playing POST OFFICE

By: EDWARD N. MAYER, JR.

It looks like we're off again. The President, in his budget message to Congress seemed to go out of his way to blame the postal deficit (expected to be about \$325,000,000 for the fiscal year ending June 30, 1948 and an equal amount for the following year) on increased mailing of publications, packages and direct mail advertising. He said about them—"Since these classes of business cost more to handle than the revenue they produce, increases in the volume handled will be directly reflected in increases in the deficiency in postal revenue."

But in the face of what amounted to a demand for increased rates, or maybe because of the *demand* itself, a great many members of Congress still feel and have said that this is no time to raise rates.

However, a new voice has been added to the President's. Postmaster General Jesse McDonaldson addressed the members of the National Association of Postal Supervisors in New York on February 7th and among other things said that he wished it was possible to announce some magic formula for bringing the postal income into line with expenditures.

Increased costs, he added, reversed the fiscal surplus of \$160,000,000 in 1945 to a deficit of \$148,000,000 in 1946 and \$276,000,000 in 1947. He predicted a deficit of \$345,000,000 for the current fiscal year.

The Postmaster General predicted income for the current fiscal year amounting to \$1,400,000,000, and a record in the volume of mail to be handled. "But, ironically enough, we are running straight into a period of the largest deficits in postal history unless some means is taken to bring postal income up to postal expenditures," he said. "It is a basic economic fact in any business that as volume increases so do operating costs."

He promised to hold expenditures to a minimum and at the same time maintain the best possible mail service. He expressed the belief that the cost of handling any class of mail should be met by those using the service and declared that if the postage rates and fees were fixed on that basis, the revenues and expenditures of the postal establishment would be brought closer into balance.

So that's the picture at the moment . . . we still feel there's a good chance

there will be no increases this year . . . but as somebody said long ago, better "keep your eye on the ball" and "you bets your money and takes your choice"!

Speaking of "the best possible mail service," as the Postmaster General was on February 7th, reminds us that there are a great many conflicting reports on the speed of third class mail deliveries. Some reports say they're better, others that they're as bad as they have been. Our belief is that they have picked up and really are better, though not nearly as good as they should or used to be. However, the whole point of this discussion is to tell you about two cases of delayed delivery of first class mail we heard about on the very same day. One letter we received, said:

"Dear Ed:—

Here's a wonderful specimen of Post Office Department service. This questionnaire was mailed almost a year ago. Note the woman's comment on page 4.

Incidentally, this was not just lost in a mail bag somewhere since in the last week we have received several of these questionnaires back, all explaining that the recipients just received them."

Page 4 bears this statement: "Sorry this is being answered nearly a year after your postmarked date, but I just received your letter today."

The second letter said this:

"Dear Ed:—

Knowing your interest in the operations of the Post Office Department, I thought you might be amused at the envelope I picked up at our local Post Office yesterday afternoon. I would say that they apparently were cleaning house at the Cincinnati Post Office, inasmuch as this envelope was mailed from here on October 22, 1942, and was mailed back from Cincinnati on what looks like February 8, 1948."

The envelope enclosed was stamped with the familiar "Addressee unknown, Return to Sender."

So when you're talking about delays remember these two cases—one of a year and the other five years and four months. Do you have a good one to add to our collection . . . although we doubt very much that the Post Office would be impressed, we'd still like to have your case histories for our files.

One of the most important documents we've seen in a long while is

## One in a Series of List Specials

\$12.50 to \$16.50  
per M

### GUARANTEED

3c Refund for  
Every Nixie

**Industrial**  
List Bureau

45 ASTOR PLACE, NEW YORK 3, N. Y. . . . GRamercy 7-5169



6,500 Air Conditioning Engineers  
19,000 Contributors to Boys' Welfare  
Funds  
9,000 Export Executives  
38,000 Homemakers & Home Owners  
98,000 Liquor Dealers

the "Preliminary Report of the Committee on Post Office and Civil Service" submitted to the Congress by Mr. Rees, Chairman of the Committee. The report contains recommendations that could, if put into action, save the Post Office \$50,000,000 a year. It's something everyone who uses the mails should read and read carefully.

You can get a copy by writing to: Honorable Edward H. Rees, Chairman, Committee on Post Office and Civil Service, House of Representatives, Washington, D. C. Ask for Report No. 1242 . . . it's free and worth every minute you spend studying it.

\* \* \*

Last month we told you we didn't think much of H. R. 4953, a bill introduced by Representative Katherine St. George, authorizing the appointment of a Postal Rate Commission. Open hearings were held in Washington on February 16th and 17th on the Bill . . . and because we think it extremely important that you know exactly why the Bill is danger-

ous and should be defeated, we reprint here the brief we presented to the Committee on behalf of the D.M.A.A.

**"STATEMENT ON H. R. 4953  
A Bill to Create the Board of  
Postal Rates and Fees  
in the  
POST OFFICE DEPARTMENT  
by  
THE DIRECT MAIL ADVERTISING  
ASSOCIATION, INC.  
17 East 42nd St., New York 17, N. Y.**

"The statement is made on behalf of The Direct Mail Advertising Association, a non-profit organization made up of over 1300 users of the United States Postal Service—large, medium and small.

"The Direct Mail Advertising Association was organized in 1915 to promote the mutual interests of users, producers and suppliers of Direct Mail Advertising—to provide an authentic source of facts, information, counsel and service to its members, and to champion the cause, value and result-producing effectiveness of Direct Mail Advertising as a management tool.

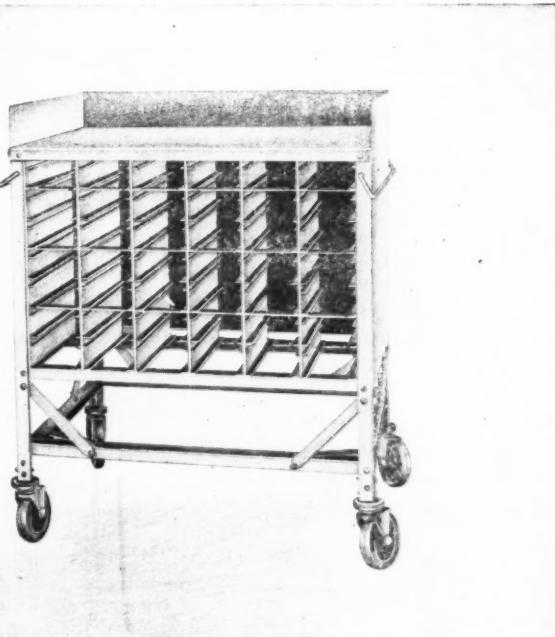
"Although some of the members of our organization represent America's largest corporations, the majority are medium sized and small manufacturers, wholesalers and retailers whose sales and business activities depend to a considerable extent on their use of the United States mails. A large segment of the membership however, is made up of charitable organizations, religious organizations, Bible societies, schools and colleges, whose continued existence depends partially on their use of the Postal Service to solicit sufficient monies to finance themselves, and perform the public services for which they were created.

"As a large Association of users of the Postal Service, we have a tangible interest not only in equitable Postal Rates and Fees, but also in the manner in which they are fixed.

"In view of this interest, we do not believe that H. R. 4953 is either wise or timely and respectfully request that the members of your committee examine carefully the reasons for our belief before voting on this bill.



## *WHEELS for ADDRESS PLATES*



Wheel your address plates where you want them the easy, cost-saving way with an ALL PURPOSE Tray Truck.

- Accommodates 42 Model B drawers —7500 plates (4 or 6 line plates).
- Hard rubber wheels, 5 in. diameter —ball bearing swivels.
- Open front—totally enclosed back and sides.
- 4 in. guard rail around top.
- Standard olive green baked enamel finish.
- 32 in. wide x 36 in. high x 22 in. deep.

All Purpose Metal Equipment Corp.  
250 Mill Street, Rochester 4, N. Y.

**\$82.50**

f. o. b. Rochester, shipping wt. 176 lbs.

Ask for Bulletin DM-3 . . . It describes other money-saving ALL PURPOSE Equipment.

*All Purpose*

"It seems completely inopportune that any change in established Rate Making procedure should be made at this particular time. Not only is the Commission on Organization of the Executive Branch of the Government under the Chairmanship of Ex-president Herbert Hoover investigating the overall operation of the Government, but under the personal direction of Mr. George H. Mead, a careful investigation of the Post Office Department is being undertaken by the nationally known management engineers—Robert Heller & Associates of Cleveland, Ohio.

"It doesn't seem logical that with the Hoover Committee investigation just starting (The Committee is not permitted to report before January, 1949) and further investigations (under your own Committee) authorized by H. R. 176 and H. R. 177 not completed, that this is the proper time to pass legislation that may be entirely contrary to recommendations made by recognized experts in the almost immediate future.

"However, even if you eliminate

the question of timeliness we do not feel that H. R. 4953 is wise legislation.

"The very necessity for the creation of a Rate Board in the Post Office is open to serious question. There already exists in the Post Office Department a division empowered to conduct a 'Continual Study of Operations Research and Development.' The work of this division encompasses a study of Rates and Fees, and although it is not active at the present time it can certainly be activated by an order from the Postmaster General. Such a division should be able to accomplish with far less expense the work outlined for the 'Board' in H. R. 4953. In addition, although the members of The Direct Mail Advertising Association are already on record before your committee (March, 1947) as follows—*'This Association has not appeared before you to demand that there be no postal rate increase at all! We have approached this problem as business men with a strong desire to face the current problem of budget balancing,'* they are extremely skep-

tical of the wording of Section 1 of the proposed Bill which states:

"Be it enacted by the Senate, and House of Representatives of the United States of America in Congress assembled, That the Congress hereby finds and declares (1) that the postal-rate structure should be adjusted from time to time in order that the revenues of the Post Office Department will, insofar as possible, be not less than the expenditures (less the cost of handling penalty, frank, and Government registry mail) of such Department; and (2) that such adjustment should be attained through periodic and comprehensive surveys of the postal-rate structure by an agency in the Post Office Department charged with the duty of recommending to the Congress changes in the postal-rate structure based upon findings of such agency in the light of such surveys."

"It is our feeling, after a careful study of this Section that the 'Board' may very well, in order to earn its hire, be practically bound to bring in recommendations for rate increases in order to justify its existence.

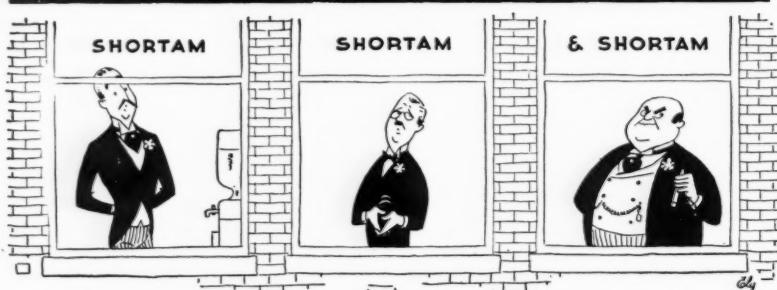
#### Legislation by Omission

"And once these recommendations are brought before Congress we are apt to witness legislations by omission rather than commission for the simple reason that the proposed Bill is completely negative in its method of final operation.

"If adopted by the Congress, it provides under Section 5 (c)

"If, in the case of any proposal for a change, adjustment, or modification in the postal-rate structure submitted by the Board to the Congress on January 3 of any calendar year under subsection (b), the Congress does not, prior to March 1 of such year, pass a concurrent resolution stating that it does not favor such a change, adjustment or modification, the proposal shall forthwith be submitted to the President and shall become effective on April 1 of such year if not disapproved by him within ten days (Sundays excepted) after it shall have been presented to him."

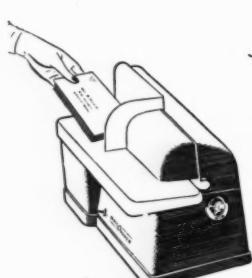
"Should the section become statute it is highly probable that rate changes could be effected not by action and concurrence of the Congress but by the very lack of it. In the press of legislative business in the early days of any session, it is to be expected that more important legislation will be holding the attention of the members of Congress. It is definitely within the realm of possibility that the entire prerogative of the Congress to fix Postal Rates will be taken over by 'The Board' merely because time will not permit careful 'investigation of changes, adjustments, and modification of the Postal Rate structure'



## Shortam's must be slipping—

Folks in the office opposite say the Shortams aren't busy, stall around half the morning!... Fact is, business was never better. The mail's so heavy in the morning the Shortam brothers must wait for inquiries and orders to be distributed...

What they really need is a PB MailOpener!... Opens hundreds of letters a minute, with rotary shears that shave off envelope edges, spare the contents... Efficient, quiet, durable, MailOpener speeds mail distribution—and your business day! Call any PB office, or write for illustrated folder!



**MAIL OPENER**  
A PRODUCT OF PITNEY-BOWES, INC.

PITNEY-BOWES, INC., 2038 Pacific St., Stamford, Conn.  
...originators of the postage meter... Offices in 63 cities in U.S. and Canada

by both Houses of Congress between January 3 and March 1.

"The members of The Direct Mail Advertising Association sincerely believe that H. R. 4953 should be defeated and in its place should be substituted either a Resolution or a Bill that would require the Postmaster General to recommend to the Congress changes in the Postal Rate structure from time to time where needed to balance the Postal Budget within the limits of 'good business sense'.

"Such a statute would guarantee that the Post Office would have to make continuing studies of rates and yet would keep the actual power of rate making in the hands of Congress where to our earnest belief it rightfully belongs."

•

Maybe we're too optimistic, but we don't believe the Bill will pass! But please keep your eyes and ears open . . . and be ready to protest the

moment it looks like a vote is going to be taken.

There have been so many complaints about Postmasters and their clerks omitting Key Numbers in preparing notices of change of address on Form 3547 that a recent issue of the Postal Bulletin carried the following warning to postal employees:

"It is necessary again to remind postmasters to be more careful in the preparation of notices of change of address on Form 3547.

"Complaints are received of the failure to show on Form 3547 the identifying key number, letter, or symbol used by mailers in connection with the address on their matter. This complete information is essential to enable the mailers to correct their mailing lists.

"Postmasters are requested to give this matter careful attention and from time to time check the procedure followed in the preparation of Form 3547."

If you have had any complaints about the way Form 3547 is being returned to you we hope this notice will straighten out the trouble. If it doesn't, don't be afraid to yell loudly . . . and to the authorities in Washington, giving complete details.

If you want a complete picture of Form 3547 and how to use it in its various forms, it may be worth your while to write the Post Office in Washington and ask for a copy of the Postal Bulletin of February 17, 1948. On page 2 of that issue you'll find one of the most complete and understandable explanations of the Form we've ever seen.

•

There's obviously no logical or sensible reason for reprinting the following item which appeared in the February 3rd issue of the Postal Bulletin. But we don't think you'd want to miss it.

#### "LIVE MICE PROHIBITED TRANSMISSION IN THE MAIIS"

"It has been brought to the attention of the Department that some postmasters are accepting for mailing parcels containing live mice in violation of paragraph 2 (a), section 588, Postal Laws and Regulations.

"Paragraph 3, section 594, Postal Laws and Regulations, lists harmless live creatures which are mailable. Mice are not included in this list."

**PRINTING**

... for **Excello** provides

the "know how" to assist you in organizing

your art and copy . . . determining

your method of printing . . . producing your work

economically and quickly. Publications,

catalogs, booklets, direct mail from black

and white to full color . . . Now over one million

impressions a day.

Make your next job **ACE** high in quality.

**Excello Press** INC.

**Van Buren 8790**

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •

**\$2160 in sales  
for every \$1 spent!**

One letter that we wrote does that regularly for one of our clients in Chicago. For another client, our material sold \$32,100 worth of goods at a cost of \$1,793.

We have many clients, however, whose advertising objective is not to get direct orders, but rather to create consumer demand or acceptance, or just to build good will. **YET THE ADVERTISING WE PREPARE FOR THEM IS MORE EFFECTIVE BY REASON OF OUR 27 YEARS OF SPECIALIZED MAIL SELLING EXPERIENCE THAN IT COULD POSSIBLY BE OTHERWISE.**

May we tell you about the THREE WAYS we might be of service to you?

Earle A.

**BUCKLEY**  
*Organization*

1420 SOUTH PENN SQUARE  
PHILADELPHIA 2, PA.

*Are you a*  
**MAIL ORDER BUG?**

Then you can use our FREE mail order wall calendar.

At the top is the famous Karl Line of Departure Chart showing the norm for Mail Order Response. It will guide you to a successful planning of your mailing schedule.

All the dates that affect response are noted and the days are numbered consecutively right through the mail order season ending August 31, 1949.

Better write in quick before they are all gone. They're absolutely free to anyone who uses or has a list.

**ARTHUR MARTIN KARL**

*Names Unlimited*

25 West 45th Street  
New York 19, N. Y.

# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

At first glance, Henry, the enclosed photograph may appear to you as aid and comfort to the enemy. Such people as Tom Girdler's brother and publishers of magazines who have become worried about the "flood" of direct mail advertising that has been let loose on the country, could use the pictures to back up their arguments against its use. However, it may interest the readers of your publication to know that this sizeable

October 13, 1947, I installed a carton in the corner of the office, and into it I tossed every piece of direct mail advertising that reached my desk.

On Saturday, January 31, I dumped the contents on the desk and had a photograph taken (Exhibit 1). I then spent Saturday afternoon putting it in the order shown in photograph (Exhibit 2).

Exclusive of press releases to the



pile of advertising did not reach my desk in a day, nor a week, nor a month. It is an accumulation of three and one half months—eleven weeks—sixty-six business days.

They may also be interested in knowing that my desk is the receiving end for three businesses—my own advertising service that I have conducted in Pittsburgh for more than 25 years, a publication that is now in its 14th year and a printing business that has grown during the past 10 years from one press to seven.

*Tide Magazine's* sympathy for Tom Girdler's brother who "has been getting as much direct mail material as the rest of us," (Oct. 1947 *Reporter*), gave me the urge to check up on just how much direct mail material the above mentioned three units of "the rest of us" were actually getting; so, on Monday morning,

publication, there were exactly 153 pieces from 87 advertisers. According to my figures, this averaged approximately 2½ pieces per day to three businesses. Not such a flood.

Readers of your publication may be further interested in the following breakdown:

From 22 different advertisers of office and plant equipment and supplies, I received 2 pieces; the publication received 8 pieces and the printing business 26 pieces. Total, 36 pieces. From advertisers of fruit and cheese, I received 2 pieces, the printing business 5. Total 7 pieces.

From 16 advertisers of books and magazines, I received 9 pieces; the publication 15, the printing business 8; total 32 pieces. From an advertiser of lists, I received 2 pieces—both alike. From 5 advertisers of printing paper, the printing business received 12 pieces. (Enclosures accompanying invoices not included).

From Dun & Bradstreet, the printing business received 14 pieces—7 pieces prop-

erly addressed, 7 with a different spelling of the company name. From 2 local advertisers, I received 4 pieces; the publication 1 and the printing business 9. Total 14 pieces. The printing business received 3 copies of a house publication issued by a local paper merchant. From six publications with space for sale, I received 22 pieces. Miscellaneous pieces totaled 27 from 27 different advertisers.

My only answer is that these three businesses, served by one desk, but which spend quite a few dollars, must be out of the path of that flood that is worrying some people.

It is interesting to note that only two local advertisers were willing to gamble a few cents on reaching us by mail. One was a bindery with which we have done some business, the other was a Telephone Answering Service. During the 11 weeks we received from the latter, two self-mailing circulars, exactly alike and 7 blotters, exactly alike, accompanied by return cards.

The house publication, a copy of which is received each month, is issued by a local paper merchant. It is a single 8½ x 11 sheet, mimeographed in two columns on each side, carrying a write-up each month of different employees, a bit of gossip about the trade and notices of meetings. It is not so hot but it gets six or seven minutes of my time when it arrives and backed up by pleasant contacts by the company's salesman, is influencing more and more of our business.

I didn't take time to "analyze" this accumulation of advertising. As I have pointed out in previous columns, I am not an analyst and I don't like the findings of many who are in that business, but my personal opinion is that much of the advertising that reached me could be improved. About the only pieces that got complete reading were the post cards. The pieces that irked me the most were enclosed in plain envelopes. My reaction to all pieces in unprinted envelopes is that the advertisers want to sneak up on me. Maybe something of real value to me lurked within one or more of the eight unprinted envelopes that reached my desk and was tossed unopened into the carton—I'll never know, since the whole batch has gone to the paper baler; but, as they carried only third-class postage, I'll not worry too much about it.

Other advertising that got but a

mere glance were the letters from book and magazine publishers.

Far be it from me to say that they don't know how to sell their wares, but I do know that most of them talk me out of buying with constant repetition of statements which made once would prove effective. Worshipers at the shrine of G. Washington Hill, probably feel that any criticism made against repetition in advertising is blasphemy, but it is this man's opinion that numerous repetitions of the same statement in a letter, advertisement or radio commercial is more irksome than effective.

However, the purpose of this piece is to discuss quantity and not quality of the direct mail advertising reported to be flooding the country.

Included in the advertising pictured were the press releases. These are advertisements that the advertisers hope to have run for free. There is much being written on the subject of labor wanting something for nothing, but little is written about this want on the part of business. It so happens that my little publication is on very few lists, but the contributions it receives from those who want something for nothing would completely fill a publication many times its size.

In the mail received during the eleven-week period were 62 press releases from agents of three advertisers. Thirty-five of these pieces were from one agency—that is a little better than 3 a week. All thirty-five of them boosted the stock of a character in a radio show, sponsored by one of the agent's clients. The 35 pieces in the pile, as well as many that have preceded them, were unopened. For a while I took the time to slit the envelopes and glance at the contents, but all I ever found was the same old hogwash.

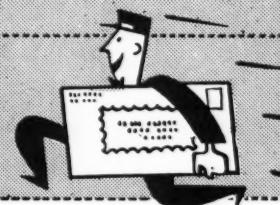
I realize that publishers must have a source of news to fill their pages, but from my limited experience, I'd say that the poorest source is the "something for nothing wanters" who flood the mails with tripe, headed "For Immediate Release."

The only unmentioned pieces in the pile I have pictured are 18 from the National Association of Manufacturers—nine addressed to me and 9 addressed to G. A. Kintner, whoever he is.

**faster, lower cost**

**mailings with**

## **DUPLISTICKERS and MAIL-AIDS**



- 4 Duplicate Addresses at a time
- Office typist can do your addressing
- Use on office duplicating machines
- Labels large envelopes, sample packages, etc.
- Seals, addresses folders, etc., in one operation
- Can't roll, tip or spill

America's most popular gummed labels for direct mail! Eureka's Duplistickers and Mail-Aids save you time and money

### **DUPLISTICKERS**

825 gummed labels  
Letter size sheet of 33  
perforated labels  
Choice of 5  
"keying" colors



**50c per package**

### **MAIL-AIDS**

Two label sizes available  
• 8½ x 11 gummed, perforated sheets • 500 sheets to package • White, gummed paper • only \$6.00 per package



**ON SALE AT YOUR STATIONER.  
FOR APPLICATION TO YOUR DIRECT MAIL PROBLEMS WRITE**

**EUREKA**

EUREKA SPECIALTY PRINTING COMPANY  
STATIONERY DIVISION DEPT. R  
Scranton, Pennsylvania



AHREND clients benefit — at no greater cost — from 55 years of merchandising-by-mail experience; have won 29 National Awards in the past four years!

For ideas, production and mailing of promotion that pays, consult THE FIRM WITH THE HABIT OF SUCCESS!

**D. H. AHREND CO.**  
333 E. 44th St., N. Y. 17, MU 4-3411

**NEW WAY to get  
NEW PROFITS  
.... from YOUR Mailing  
LISTS!**

Just register counts and other facts about your Lists exclusively with

**MAIL ORDER LIST  
HEADQUARTERS**

High grade Magazine and Book Publishers, Merchandise Sellers, Business Services, MOSELY MASS MAILER CLIENTS, will test and, if successful, cover your lists in full year after year through MOSELY. Air mail full details **TODAY!**

Dept. R-2

**MOSELY Selective LIST Service**

**MAIL ORDER LIST HEADQUARTERS**

38 Newbury St., Boston 16, Mass.  
COM 6-3380-3381

**"MOSELY sends the CHECKS"**

**IDEA FOR  
CHRISTMAS**

Here's an idea that might be worth passing on to other advertising agencies via the pages of THE REPORTER of Direct Mail Advertising.

As Christmas approaches we pull our hair out here at Lindsay Advertising wondering what we can give our good customers and trade friends that they can use and appreciate and yet won't seem like a bribe. This year we hit on an excellent solution and sent each of them a letter saying that a CARE package had been sent by the agency in their name.

Most of the recipients took time to write us a thoughtful note of appreciation.

Merrill K. Lindsay  
Lindsay Advertising  
95 Crown Street  
New Haven 10, Conn.

*Reporter's Note: And it's a good idea!*

**HOW NOT TO USE  
DIRECT MAIL**

Here's about the worst story of the month.

A friend of ours in the advertising business (let's call him Guy) was visiting a neighbor. He was introduced casually to an insurance agent who was also visiting the neighbor.

Two days later, Guy received a thick number ten envelope bearing 9c postage, marked "personal" and bearing corner card of insurance agent, representing one of the largest companies.

Inside the envelope a poorly typed and composed letter using the casual introduction as an entering wedge—and urging an appointment. Enclosed with the letter were:

1. SEVEN envelope insert folders and booklets of varying sizes (possibly the year's supply of "helps" supplied by parent company).
2. Also a large folder with financial statement of company.
3. Also a blotter.
4. Also a return postcard.

An amazing array of tiresome junk.

Two days later (on a SUNDAY morning) Guy received a telephone call at home . . . the insurance man asking if he had received the letter and would he make an appointment. The answer was "no".

Guy didn't want to do business with a salesman with so little appreciation of good taste. He says he doesn't want to do business with any company which allows its salesmen to mishandle the selling approach through the mail.

There's a good tip here for all big companies supplying printed helps for their salesmen. Are you teaching your salesmen to use the mail correctly? Are you coaching them on how to write letters? Are you warning them not to irritate prospects by throwing a whole year's supply of booklets into one bewildering shot?

**A REPORT ON THE  
PERFUMING JOB**

Some readers have asked about our experiences (or difficulties) in running the perfumed February issue of THE REPORTER.

All sorts of difficulties were anticipated. But to tell the truth . . . none materialized.

Before the run, we had a meeting in THE REPORTER office. Present: Abe Zecker of Hudson Dispatch Printing Company, REPORTER printer; Dr. Arthur Behr, Director of aromatics research at Dow Chemical Company; R. S. Crider, New York representative of Dow and Ernest Briggs, Jr., research engineer from Dow's Midland, Michigan plant. Dr. Behr was most helpful. (And we learned about new scents in the offing.)

To avoid last minute complications in mixing, it was decided to purchase the ink from the Detroit manufacturer who had been in on the first experiment with Dow Diamond. (The synthetic aromatic concentrate costs \$64 per pound. Only a 5% portion is added to each pound of ink.)

Representatives of THE REPORTER were present at Hudson Dispatch

plant when the first form was ready to run. In spite of all advance fears . . . no agitators were needed on the ink fountains. We used a good coated paper. There was no offset. In fact, the pressmen declared that the ink dried faster than ordinary runs. No damage to rollers. No trouble at all! Everybody had a lot of fun. Executives and office workers visited the press room to find out what the excitement was about.

The odor in the plant wasn't overwhelming . . . but it certainly was noticeable. Pressmen were jocularly promised special certificates from the management to take home to their families . . . testifying that their perfumed condition was acquired legitimately in line of duty.

Only kick heard: a couple of press room workers complained at end of day that smelling powerful concentrate irritated nose and throat slightly. But no after effects.

The pages retained their fragrance in spite of a four day delay in getting covers. After checking around the country, we are sure that magazines arrived at destinations smelling just as strongly as they did when coming off the press. So . . . we'd say that perfuming of printed pieces with ink impregnated with synthetic aromatics is entirely practical.

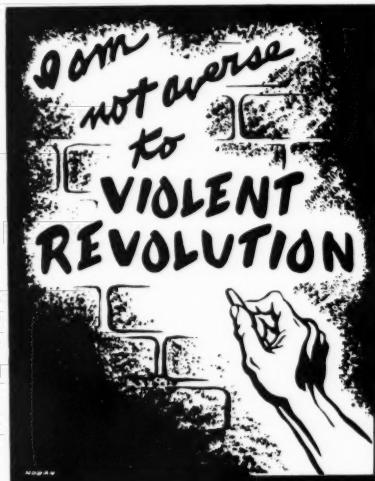
Now we will sit back and wait for first report on a test mailing . . . with half the list getting perfumed printing and half with no odor. Who will be the first to try it? Your ink manufacturer can help you and your printer on the details. Dr. Behr of Dow will give sound advice. And there are other chemical manufacturers now working along the same line.

## GET THIS BOOKLET

Way back in April 1943, THE REPORTER reproduced a letter received by George Rumage, Advertising Manager of Young America Magazine (32 East 57th St., New York 22, N. Y.).

It was from a young student who announced he was "not averse to violent revolution." He intended to

do "all I possibly can to overthrow the anarchist system which dominates five-sixths of the earth . . . capitalism." George Rumage decided to use the writer of that epistle as a guinea pig in experimenting on a personal



letter campaign to help disgruntled youth. He consulted with *this reporter* and with other men who were interested in the problem.

George Rumage has now released the highlights of a four year period of correspondence in his new 12 page, 8½ x 11 inch, two color booklet, which naturally has something to say in the latter pages about the advertising and editorial policies of Young America. This booklet should prove an eye-opener to many business executives. It should be in your Direct Mail idea file as an example of skilled promotion planned over a long period of time. George Rumage has been building this booklet since the early part of 1943. No wonder it is good.

## DESCRIBING A CATALOG

THE REPORTER Staff liked the form letter recently mailed to editors and such from the Executive Office of Spiegel, Inc., 1061 West 35th Street, Chicago 9, Illinois.

It's worth reading:  
Gentlemen:

Famous for years as a spring tonic for shoppers, the big 700-page Spiegel Catalog—1948 spring and summer edition—is on its way to homes all over America.



Yes, the fastest way to send your hurry-up messages is in the new Shepco Air Mail Envelopes. Their wide red, white and blue borders assure your messages fast, careful handling. Your letters get prompt attention anywhere. The new Shepco International Air Mail Envelopes feature "VIA AIR MAIL" in 16 languages. Duplicate your important envelopes in the new Shepco Air Mail. Write Dept. 22.



Mfd. by SHEPPARD ENVELOPE COMPANY  
One Envelope Terrace, Worcester 4, Mass.  
N. Y. Office: 25 East 26th St., N. Y. 10, N. Y.  
Phone: MUrray Hill 3-8160-61

2,000,000

## OHIO Auto Owners

By County  
By Town  
By Postal Zone

Complete Lists  
All Owners or By Makes

From Current  
License Applications

Ohio Motor List Co.  
ZANESVILLE, OHIO

Effective Design  
for

## Effective Selling

We handle complete layout and  
production of

**Magazines**  
**House Organs**  
**Direct Mail Pieces**

Have our representative discuss  
your layout problem with you at  
no obligation.

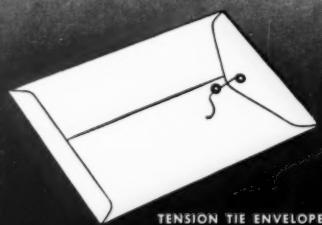
**the Wexton co**

425 W. 57 St., N. Y. 19  
Plaza 7-7835

Watch for our latest survey on  
fighting high production costs.



For Every Business Use



**TENSION ENVELOPE CORP.**

FIVE FACTORIES  
SELLING DIRECT TO THE USER

New York 14, N. Y. \* Minneapolis 1, Minn.  
St. Louis 10, Mo. \* Des Moines 14, Iowa  
Kansas City 8, Mo.

1948 is the year of changing fashions—and the new Spiegel Catalog is packed with news, from the eye-catching summer frocks for mother and daughter, shown in full color on the slick front cover, to the sturdy tractor-drawn farm implements on the back pages.

The fashion section has the "New Look", with longer skirts, nipped-in waists, long torsos, drapes and ballerina styles. A more lavish use of materials is apparent, with many "famous name" fabrics featured.

The boys and girls department offers outstanding promotions in exclusively styled play suits for children, and page after page of teen age fashions as smartly new as those for mother.

Piece goods, including rayons, cottons and woolens are shown in a wider selection than at any time since before the war, to meet the current interest in home sewing.

For men there are made-to-measure suits at \$39.50, plenty of work clothing, a new Miracle Fabric suit for summer, and "hobby" pages packed with cameras, sporting goods, hunting and fishing equipment and power tools.

Home furnishing pages show many major appliances, the new Lastex slip covers by Roley-Poley, custom-made furniture in a wide choice of covers, sectional furniture that helps beat the housing problem, and an impressive array of curtains and draperies.

In the auto supply department, emphasis is on replacement parts for Ford, Chevrolet and Plymouth cars, with everything available from rebuilt motors to spark plugs.

Home improvement is encouraged by increased showings of different types of plaster lath, wall board, furnaces, bronze screens, paints and sprayers. There are also garden supplies, baby chicks, garden tractors, manure spreaders and many types of modern tools for the rural resident.

Spiegel customers can buy for cash, on 30-Day Charge or Time Payments.

Yours truly,

Spiegel, Inc.

Note: A complimentary copy of the new Spiegel Catalog has been sent to you under separate cover.

That's a good description of a catalog. And it should be good. Because the copywriters of big catalog houses are experts on description. All users of Direct Mail would profit by frequently reading pages from the mail order catalogs. Read the descriptions of products offered. No useless words . . . but complete, clear, desire creating, concise descriptions.

## GOOD PRINTED PRO- MOTION AT POINT OF PURCHASE

Voit basketballs and footballs manufactured by W. J. Voit Rubber Corporation, 1600 East 25th Street, Los Angeles, are currently reaching dealers adorned with a small folder or leaflet (pictured here).



According to Pat Warfield of the company, the "stringer", as it is called, serves six purposes:

1. It serves as an eye-catcher which the customer can examine without removing the ball from the dealer's counter.
2. It sells the ball for the dealer while he is finishing waiting on someone else.
3. Taken home by the customer, it stimulates repeat sales of VOIT products.
4. It contains a Warranty Statement making the enclosure of a separate Warranty Slip unnecessary.
5. It explains the construction, care of, and simple soap-and-water technique of cleaning VOIT balls.
6. It states the VOIT repair policy covering possible injury to ball or valve while in use.

The new VOIT leaflet is strung to the ball by a red sticker in such a position that when the ball is mounted for display, the leaflet dangles close to the front label on the ball without obscuring the label. Sticker and leaflet may be removed from the ball without marring or disfigurement.

"Stringer" leaflets are now being attached to all foot, basket, volley, soccer and water polo balls leaving the VOIT plant.

Identical leaflets without strings are being packed with non-inflated VOIT balls such as the softball, sport-ball, and playground ball lines.

Pat Warfield tells us that many of its distributors have ordered extra quantities of the new leaflets for use as direct-by-mail advertising enclosures to customers.

## HOW TO CORRECT YOUR MAILING LIST

The International Nickel Company, Inc., 67 Wall Street, New York 5, N. Y., recently mailed a list cleaning letter which interested THE REPORTER very much. Here's the letter with headline in simulated handwriting in blue:

*How do you like to be addressed, sir?  
...do we spell your name correctly?  
...is the address right as it appears  
above?  
...is that your proper title?*

There's a special reason for asking you to check our mailing list stencil on those three points right now.

With all the new information now being released about the latest developments in metals, processes, products, and equipment, we are now working harder than ever to pass on this information to the people on our mailing lists as fast as it can be prepared and published.

In fact our plans call for more than thirty of these different bulletins, reports and publications to be issued during the next few months.

But first we need to know if the information on this little card is correct so that we can make sure you get each publication which applies to your particular work as it is published.

If it is correct, will you checkmark the card before you drop it in the mail? If not, just mark the change and we will correct your stencil as soon as it comes back. Thank you.

Sincerely,

Tom J. Lindley

P.S. Please be sure to fill in the *my company manufactures* space on the card. It will help us immeasurably to know your particular requirements.

We talked to Tom Lindley about it. Yes . . . it works startlingly well. He's working with a hundred or more different lists so any over all percentage average is unreliable. Returns from each list vary . . . depending on field of industry; length of time list has been cultivated, etc. But returns on the letter given above have run from a "low" of 25% to a "high" of 86%. The higher returns come from lists cultivated over long periods of time. (Some mailings have been going out regularly for twenty years.) So . . . put this case history in the records as a good example of a list cleaning letter. But when you use similar tactics remember that *your response* will be affected by the reputation of your company and length of time you have cultivated list.

We asked Tom Lindley his opinion of current list changes. Are conditions better now? At one time during the war, remember, industrial list changes reached an all time high of 70% a year. The rate of change is definitely on downward grade. There, too, the percentages vary with industries. The more stable, established industries show the lowest number of annual changes. In aeronautics, for example, the changes are still high.

All of which is another reminder to WATCH YOUR MAILING LIST. Don't throw away money on bad lists. It pays to clean house frequently.

## IS THE REPORTER READ?

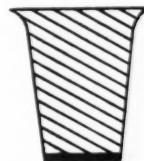
Here's an interesting story.

Blame your oculist, Henry,

or our supplier for that lone self-mailer that had no key on the reply envelope side. Actually, the key was deliberately printed in two places on this mailing piece. One obviously was for tabulation of returns; the other, which you mentioned in the January REPORTER, was for the Addressing Department's ready identification — as we used two self-mailer forms during the Christmas season with the same general outside appearance. I am enclosing a sample which has the "little code mark" in exactly the position I pointed out in my (thank you) "punch" line.

So you can see that either you got a fluke or looked at the mailing piece with maladjusted trifocals.

Thank you, also, for the "Fine stuff",



Every time a piece of mail advertising goes wrong — to someone not interested in your product . . . you've wasted money. For lists that are carefully compiled, regularly corrected . . . for lists without waste names, call Dunhill. Dunhill's lists are used by the country's largest publishers, oil companies, banks, insurance companies, manufacturers. Call Dunhill for every kind of list, domestic or foreign, and in any quantity.

**DUNHILL LIST CO., INC.**

DEPT. R — 565 FIFTH AVE., NEW YORK 17  
PLAZA 3-0833

*get together*

ELIMINATE GUESSING  
IN LIST SELECTION

MAY WE MAKE YOU  
RECOMMENDATIONS?

*with  
your market*

**WILLA MADDERN**  
LIST BROKER

215 Fourth Ave., New York 3, N. Y.

GRAMERCY 3-3440

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;  
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.  
480 Lexington Ave., New York 17, N.Y.



**FREE!** Increase readership  
LIFE-like EYE-CATCHER photos.  
Used by biggest advertisers.  
Nothing like them anywhere.  
100 new subjects monthly.  
Low Cost Mail Glossy Print  
plan. Write for new FREE  
proofs No. 112. No obligations.

10 East 38th St. New York 16

## MAGIC WORDS That Sell by Mail

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1926.

ARTWIL COMPANY, Advertising  
24-R West 43rd St., New York 19, New York  
Plaza 7-1355

### Memo:

#### ALL LIST OWNERS

If you want to save  
money on your addressing-  
as well as cut down on  
the time-consuming operation?

Then let us put your  
list on Elliott stencils for  
only \$25 per M and then  
address from these stencils  
at just \$2 per M

If you intend to use or  
rent your list at least  
6 times - then the chart  
below clearly proves our  
point - that putting your  
list on stencil is a MUST!

#### OUR PRICE

| NO.<br>TIMES<br>ADD-<br>RESSED | ADDRESSING CHARGE |              |              | STENCIL<br>&<br>ADDRESS-<br>ING |
|--------------------------------|-------------------|--------------|--------------|---------------------------------|
|                                | \$6<br>per M      | \$7<br>per M | \$8<br>per M |                                 |
| 6                              | \$36              | \$42         | \$48         | \$37                            |
| 9                              | \$54              | \$63         | \$72         | \$43                            |
| 12                             | \$72              | \$84         | \$96         | \$49                            |
| 15                             | \$90              | \$105        | \$120        | \$55                            |

#### TRADETYPE. Inc.

24 South Grove St., Freeport, N.Y.  
TELETYPE 6-2441 TELETYPE 6-2450

page 11, current issue and forgive any note of irritation this epistle may betray.

Call me ANYTHING but "insincere" . . .

Marvin A. Barckley  
Coronet Magazine  
919 North Michigan Ave.  
Chicago 11, Illinois

*Reporter's Note:* In our January story, we deliberately omitted the name of "culprit" when quoting an example of a mailing which went wrong. But Marvin Barckley had a keen eye . . . and spotted the reference to his work. The above letter was the result. We liked it, even though our sample actually didn't have the code, so asked if we could reprint. Marvin replied: "Everybody, Henry, wants to get in the act. Ham that I am, I wouldn't mind your using my letter." Wish everyone in Direct Mail business was equally sensible about not being touchy. THE REPORTER tries to be friendly in all of its criticisms.

ing *Typewriters*, these were immediately equipped with John S. Edison Margin Justifiers, and publication continues to this day by this means. The Chicago Journal of Commerce is published with standard Justifier-equipped typewriters. The *Hammond Times* at Hammond, Indiana, just outside of Chicago, also utilizes this equipment.

In addition to the foregoing, the threat of a composing room emergency has resulted in many other newspapers from Seattle to Miami and from Los Angeles to Boston equipping themselves with Justifiers and their own typewriters in case an emergency develops. A by no means complete check of our shipping records discloses that large quantities of our equipment have been shipped to newspapers through our various dealers in Washington, D. C., Baltimore, Philadelphia, Pittsburgh, Utica, Seattle, Portland, Oklahoma City, Miami, Cincinnati, etc., etc. Some of this equipment is being utilized today, other of it is being held in readiness for publication.

We are enclosing a copy of a very quickly prepared circular that has been forwarded to all daily newspapers in the United States. You will be surprised, Mr. Hoke, at the response that this has given us from the direct mail angle.

The foregoing is not intended as a criticism of your very fine article in the January *Reporter*, it is intended only to bring you up to date and advise you as to all developments in the newspaper picture. It merely serves to point out our contention that with the John S. Edison Margin Justifier, your typewriter is a composing machine!

*Reporter's Note:* Thanks Mr. Zimmerman for giving us more information about the "justifying" situation. Our readers should have complete details.

## USING THE ROSE

Editorial advisor John Mannion of Austenal Laboratories, Inc., Chicago 21, Illinois . . . in writing to commend the "attractiveness and excellence" of the February *REPORTER* . . . sends us his latest promotion piece. Thought

it tied-in with our feature article on "Fragrance for Selling."

In the piece, John employed illustration of a rose bud to suggest the unfolding of a new era in his particular industry. Inside the folder (with a description of new process in dental techniques) was a two color illustration of a rose in full bloom. John adds, "While our rose was not impregnated with the odor of the American Beauty, I think we succeeded in carrying out the philosophy of advertising emphasized in your article."

A good job! It would have been even better with the synthetic rose aromatic added to the ink. There's a possible tie-up which hadn't occurred to us . . . putting across an intangible sales sizzle with perfume.

## WHO WROTE THIS LETTER?

The following letter was well processed (two pages) on the letterhead of the Fin 'n Feather Club, Dundee, Illinois.

Dear Escapist:

Here's a fine, easy way to slide out from under the Christmas problem! Yep, to lick the whole jolly pain-in-the-neck—just by licking a stamp. People who got one of our Smoked Birds last Christmas are in no mood for anything but *repetition* this year.

And, luckily, we're ready! With high struttin' Turkeys . . . plump and gamey Mallards . . . tender Ringneck Pheasants . . . portly Guinea hens . . . and this year's sensational newcomers—Muscovy Ducks. Big succulent rascals with Success written all over them. Far as we know—and we know pretty far—you can't get anything like them any place else.

All year while the world's acted crazy it's been peaceful on our Farm. Our feathered friends have gorged themselves lightheartedly. Not a thing on their minds but feasts, siestas, love and christenings.

Now it's time for the big doings at the Smokehouse. All the spices and seasonings have gone into the brine—secret as Oak Ridge. The hickory is piled. Soon you can see the smoke from 'way off, and sniff it, further still.

Our Smoking Experts are taking on their dedicated look. Tense, but confident. It's no cinch to produce a masterpiece every single time. But they will! They'll turn out a flock to throw your friends in a

tailspin, and win for you that special brand of gratitude only a Fin 'n Feather Smoked Bird can hatch.

And you? You can loll back, come Christmas, and picture the happiness you've strewn. No getting 'round it—there's no taste like a pampered bird, smoked by a master hand!

The crackly skin is glazed with gold. The meat is moist with juice the fire's coaxed out. Not a smidg of the goodness goes up in smoke! It's delicately overlaid with an elusive *extra* flavor. Like harmonics on the fiddle . . . or a halo on a cherub. Every sliver's precious, every dark rich nubbin's sweet.

So—get that Christmas list off your mind, right now! Before you know it there'll be frost on your pumpkin, holly on your door, panic in your heart.

The Order Blank tells about card enclosures and asks whether you're aiming for Christmas or New Year's. Every Fin 'n Feather beauty will be fancied up in Holiday fixings. Shiny cellophane . . . bright shredded paper . . . our special game box. A recipe folder goes along.

And don't forget that Green Envy, rear-ing its ugly head, can spoil the Christmas spirit. So order a bird or two for the home circle too.

Yours, wreathed in smoke,

E. H. Eichler

*Reporter's Note:* Miss B. J. Kidd of N. W. Ayer & Son, Inc. (West Washington Square, Philadelphia 6, Pa.) sent the letter to Reid Vance of the Ohio Printers Federation in Columbus, praising it as an "out-standing job." Miss Kidd would like to know the name of the author. THE REPORTER cooperates in the search for the author because we want to give our readers an example of a very human letter.

## BLOOMINGDALE'S

uses



*Write to the*

**REPLY-O PRODUCTS CO.**  
150 WEST 22nd St., NEW YORK 11

## MEMO TO AD. MGRS. and SALES EXECUTIVES

If you're not getting a copy of "SELL" each month, you're missing 16 pages of potent selling capsules . . . gleaned from over 50 publications. You'll find a sales idea on every page. If your local newspaper is buying "SELL," they'll be eager to add your name to their mailing list—at no cost to you. Until they do, I'll be glad to send you a copy absolutely FREE. Just initial your request to:

**T. O. WHITE, Editor of SELL**  
623 Spring St. N. W., Atlanta 3, Ga.

# 35,055

**INDUSTRIAL FIRMS**

EMPLOYING 50 OR MORE

WE WILL ADDRESS ALL OR PART

**\$15.00 PER THOUSAND  
GUARANTEED**

INQUIRIES FROM BROKERS INVITED

MAIL ORDER DEPT.

**GARFIELD'S** 15 W. 37th St., N. Y. 18  
. . . LO 4-1800 . . .

We recommend for rental  
70M Mail Order Pipe and  
Tobacco Buyers. \$15 per M.  
Write for details and other  
recommendations.

Register your lists with us.  
Send for Free copy Drey's  
Mailing List Visitor.

**WALTER DREY** List Broker

New Address  
566 Seventh Ave., New York 18, N. Y.  
Tel. LO 5-7537

# DIRECT MAIL DIRECTORY

LISTINGS ONE DOLLAR A LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING AND MAILING EQUIPMENT

All Purpose Metal Equipment Corp. .... 258 Mill St., Rochester 4, N. Y.

## ADDRESSING SERVICE

De Groot and Associates, Inc. .... 8729-78th St., Woodhaven 21, N. Y.  
Field's. .... 15 West 37th St., New York 1C, N. Y.

## ADDRESSING-TRADE

Shapins Typing Service. .... 68-12 Roosevelt Avenue, Woodside, N. Y.

## ADVERTISING SPECIALTIES

The Sawdon Company. .... 480 Lexington Ave., New York 17, N. Y.

## ART & LAYOUT SERVICE

The Wexton Co. .... 425 West 57th St., New York 19, N. Y.

## BOOKS

Graphic Books, Inc. .... 17 East 42nd St., New York 17, N. Y.

## DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc. .... 325 East 44th St., New York 17, N. Y.  
Artwil Company. .... 22 West 48th St., New York 19, N. Y.  
The Earle A. Buckley Org. .... 1420 So. Penn Square, Philadelphia 2, Pa.  
Will Burgess and Company. .... 386 Fourth Ave., New York 16, N. Y.  
Kent Associates, Inc. .... 30 Irving Place, New York 3, N. Y.  
Reply-O Products Company. .... 150 West 22nd St., New York 11, N. Y.  
Philip I. Ross Company. .... 38 West 57th St., New York 22, N. Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke. .... 17 East 42nd St., New York 17, N. Y.

## ENGRAVERS

Pioneer-Mors, Inc. .... 460 West 34th St., New York 1, N. Y.

## ENVELOPES

Atlanta Envelope Company. .... Post Office Box 1267, Atlanta 1, Ga.  
Cupples-Hesse Corp. .... 4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
Samuel Cupples Envelope Co., Inc. .... 360 Furman St., Brooklyn 2, N. Y.  
Sheppard Envelope Company. .... 1 Envelope Terrace, Worcester 4, Mass.  
Tension Envelope Corporation. .... 345 Hudson St., New York 14, N. Y.  
The Wolf Envelope Company. .... 1749-81 E. 22nd St., Cleveland 1, Ohio

## LETTERHEADS

Universal Lithographing Co. .... 4309 Diversey Ave., Chicago 11, Ill.

## MAGAZINES

Sell. .... 623 Spring St., N.W., Atlanta 3, Ga.

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co. .... Scranton, Pa.

## MAIL ADVERTISING SERVICES

Advertisers Mailing Service. .... 915 Broadway, New York 10, N. Y.

The Connally Organization. .... 304 North Broad St., Philadelphia 2, Pa.

Graphic Letter Service. .... 62 West 47th St., New York 19, N. Y.

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

## ADVERTISING AGENCIES

SELL YOUR PRODUCT BY MAIL with pulling direct selling ads in newspapers and magazines. Publishers' rates all publications. Martin Advertising Agency, 15P E. 40th St., New York 16, N. Y. Est. 1923.

## DIRECT MAIL COUNSEL

DIFFICULT-TO-WRITE SALES LETTERS expertly written by specialist with 17 years experience; unusual background. Write details for estimate. Lester Meyers, Box 246, Murray Hill Sta., N. Y. 16, N. Y.

HOW TO GET MAIL SALES WITHOUT GUESSWORK! Need sales or more profit from direct mail? Try this *tested way*! Reports one client, "The cost is far less than salesmen." Another says, "Highly gratified with results." We use tested methods, give sure formulas for use of envelopes, letterheads, paper, postage, mailing lists, etc., for more profit at less cost. Our charge: \$25 per letter. You send us details, folders, etc. Can handle only five additional clients. Don't delay asking for our FREE folder, "Results." Confidential service. Wire or write Box 21, *Reporter of Direct Mail Advertising*, 17 E. 42nd St., New York 17.

## FOR SALE

5 L. C. SMITH STENCIL CUTTING MACHINES. Series 2030000. Perfect condition. \$150 each. Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

ONE MODEL "RS" Pitney-Bowes Postage Meter Machine—\$200.00. The John Henry Company, Box 1410, Lansing 4, Michigan.

## HELP WANTED

OFFSET DUPLICATOR EXPERIENCE WANTED! Men wanted to cash in on tremendous sales possibilities of new Remington Rand direct image and photographic PLASTIPLATES. Large city opportunities are overwhelming. Write Duplicator Supplies Division, Remington Rand, Inc., Bridgeport 1, Conn., giving full details of office duplicator experience and income requirements.

DIRECT MAIL COUNSELLOR capable of directing complete campaigns economically and effectively. Creator of effective copy, layouts, mailing pieces, sales and collection letters. Must possess thorough knowledge of production, mailing lists and market potentials. Good opportunity. Add: 9325 East Forest, Dept. D, Detroit 13, Mich.

## MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

## MAIL ADVERTISING SERVICES (Cont.)

Kent Associates, Inc. .... 30 Irving Place, New York 3, N. Y.  
Tradetype, Inc. .... 24 South Grove St., Freeport, N. Y.  
Woodington Mail Adv. Ser., Inc. .... 240 Suburban Sta. Bldg., Phila. 3, Pa.

## MAILING BOXES & CONTAINERS

The Mason Box Company. .... Attleboro Falls, Mass.

## MAILING LISTS

J. J. Berliner & Staff. .... 212 Fifth Ave., New York 10, N. Y.  
George R. Bryant. .... 55 West 42nd St., New York 18, N. Y.  
D-R Special List Bureau. .... 80 Broad St., Boston 10, Mass.  
Walter Drey. .... 45 Astor Pl., New York 3, N. Y.  
Dunhill List Company. .... 565 Fifth Ave., New York 17, N. Y.  
Industrial List Bureau. .... 45 Astor Place, New York 3, N. Y.  
Arthur Martin Karl. .... 25 West 45th St., New York 19, N. Y.  
Willa Maddern. .... 215 Fourth Ave., New York 3, N. Y.  
J. R. Monty's Turf Fan Lists. .... 201 East 46th St., New York 17, N. Y.  
Moseley Selective List Service. .... 38 Newbury St., Boston 16, Mass.  
Ohio Motor List Company. .... 410 Market St., Zanesville, Ohio  
Petroleum Service Bureau. .... P. O. Box 1526, Tulsa 1, Okla.  
W. S. Ponton, Inc. .... 633 Avenue of the Americas, New York 11, N. Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc. .... Stamford, Connecticut

## OFFSET PLATES & NEGATIVES

American Graphic Service. .... 350 Plane St., Newark 2, N. J.

## PAPER MANUFACTURERS

The Champion Paper & Fibre Company. .... Hamilton, Ohio  
Hamermill Paper Company. .... Erie, Pennsylvania  
International Paper Company. .... 220 East 42nd St., New York 17, N. Y.  
The Mead Corporation. .... 230 Park Ave., New York 17, N. Y.  
Strathmore Paper Company. .... West Springfield, Mass.

## PHOTOGRAPHS

Eye Catchers, Inc. .... 10 East 38th St., New York 16, N. Y.

## PRINTERS & LITHOGRAPHERS

Excello Press, Inc. .... 400 No. Homan Ave., Chicago 24, Ill.

## SEALING & MAILING MACHINES

Seal-O-Matic Machine Mfg. Co. .... 225 Varick St., New York 14, N. Y.

## THERMOGRAPHERS

Ahrend, Inc. .... 333 Sixth Ave., New York 14, N. Y.

## TYPEWRITERS

Vari-Typer. .... 333 Avenue of the Americas, New York 14, N. Y.

## SITUATION WANTED

CIRCULATION—DIRECT MAIL—subs. fullfmrnt assistant long, hvy. exp. all phases seeks opening with direct mail house or magazine as mgr. or assistant. Resume or interview on request. Salary open. Box 31, *The Reporter*, 17 E. 42nd St., New York 17.

## VARIPTYING

LAUDER BROS. Day and Night Service. WALKER 5-7931. 171 Bowery, New York 2, N. Y.

Arthur Sisson, Advertising Director, State Mutual Life Assurance Company, Worcester, Massachusetts.

Dear Henry:

The minute I picked up your February issue I knew you had bowled a ten-strike! I have been reading your publication for many years and I am happy to see the development in both size and stature.

Congratulations on the most recent issue with its pleasing fragrance.

Reporter's Note: Thanks, Arthur. We like, too, the slogan you carry on bottom of your letterhead . . . "Incorporated 1844 . . . an Old Company with a Youthful Outlook."

• HERE'S ANOTHER observation from the recent study made by *The Reporter* of Post Office statistics. The more than twenty billion pieces of first class mail handled by Post Office in 1947 averaged in weight only .453 ounces. That is, less than half the allowable 1 ounce limit.

# SHORT NOTES DEPARTMENT

(Continued from Page 5)

► SOME OF YOU READERS of THE REPORTER must be going through each issue with a fine tooth comb. So many of you wrote to us for using the word "irregardless" in our story about Prudential Insurance Company's big program for better letters. Don't know how the extra syllable got there . . . but it did.



► GIANT MAILING CARDS are being used by the Blatz Brewing Company, Milwaukee 1, Wisconsin . . . in a unique and effective way. To keep its distributors and key contacts informed of an expansion program, costing in the neighborhood of 16 million dollars . . . the public relations department is mailing each week for about fifteen weeks, picture cards measuring 9 1/4" x 4 1/4". On one side, just a large picture showing one step in the construction. On the left half of address side . . . a short message from President F. C. Verbest explaining the phase of the expansion program caused "by consumer demand." Best "continuity" campaign we've seen in a long time. And so simple.



► SPEAKING OF PERFUMING . . . newspapers of February 8th reported that a Connecticut perfume manufacturer would attempt to create an artificial scented snow or rainfall by dumping "perfumed dry ice" from airplane into cloud banks.



► ASSOCIATED PRESS on February 7 reported that the Lake Charles (Louisiana) American Press published its daily edition with paper less than six hours from mill to reader . . . and smelling of fresh pine. Keep your nose tuned to perfuming stunts.



► WE'VE JUST HEARD of a new office offset machine which will be introduced during 1948. A light, simple, well designed contraption using either paper or metal plates . . . with the making of photographic paper plates possible right in the office. If the machine is as good as the pictures, descriptions and samples we have seen . . . costs for Direct Mail operations will tumble further.



► D. C. HEGARTY, advertising manager of the National Blank Book Company, Holyoke, Massachusetts writes: "We like the 'new look' of the February REPORTER, from the clever cover to the new smell of the magazine . . . as well as the interesting 'tell' information throughout."

► WHO WILL BE THE Advertising Woman of the Year? That question will be decided upon and announced by a distinguished group of judges when the Annual Advertising Award to Women will be presented at a major function of the annual convention of the Advertising Federation of America which is scheduled to meet in Cincinnati, Ohio, June 13th to 16th.

The Award will be given to the advertising woman who, in the opinion of the judges has contributed most during her career to the growth and development of advertising and the people in it. What risks judges take!



► BUILDING AND KEEPING goodwill among the people you buy from is not a bad idea. Joseph Horne Company, Pittsburgh department store, at year's end sent to all their suppliers a neat card containing the following message:

At the close of a successful year, the management and the merchandise executives wish to express their appreciation for your splendid cooperation which was an invaluable factor in our progress.

As we enter our 99th year, we look forward to the same helpfulness in solving, to our mutual benefits, the complex problems which surround us.

JOSEPH HORNE CO.



► PRINTERS' INK (February 13th issue, page 86) now admits, rather reluctantly, that previous monthly Direct Mail volume estimates have been "on the low side." Have completely revised chart for 1947 showing an increase over 1946 of 73.1%. But since 1946, 1945, 1944, etc. were also obviously wrong, the statistics of increase don't amount to much. Revised figure for 1947 now stands at \$482,737,024 instead of the ridiculously low \$278,797,150 in 1946. But the new figure is still just about half *The Reporter* estimate (released in January and February issues). And *The Reporter* revealed in detail exactly how it arrived at the final estimate.



► AND HERE IS A NEW THOUGHT about the volume controversy passed along to *The Reporter*. The estimate of amount of money spent on Direct Mail is still too low because we are figuring only the mechanical costs per piece. In all other forms of advertising (the mass media) the distributor supplies the "vehicle" to the advertisers. Charges for space or time absorb much of the cost of creating the vehicle; the overhead of the newspaper, the writers, the solicitors, the promotion. In Direct Mail each individual advertiser creates his own vehicle. If Direct Mail figures are to be compared proportionately with mass media figures . . . some overhead and

creative costs should be added to the mechanical averages. Sounds reasonable. Would put the Direct Mail estimates in astronomical numbers!



► READER J. MONTY, New York City, thought you'd like the following Associated Press squib:

NEVADA, Iowa, Feb. 12.—A three million pound third-class mail shipment which will require \$333,000 to cover the postage is being moved out of this town of 3600 persons.

Chicago & North Western Railway officials described it as the biggest mail job the North Western had handled in its 100 years of operation. It was described as the biggest third-class mail shipment in the history of railroading.

The operation consists of sending samples of a shampoo to more than 11,000,000 families.

Postmaster Clinton S. Price said the mailing roughly is equivalent to the Post Office's entire business for last year.



► WE'RE GLAD TO SEE so many Direct Mail clinics springing up around the country. On February 25th the Columbus, Ohio Advertising Club, co-operating with the Printing Arts Association there, staged an all evening clinic with Charles B. Konselman of New York City, president of the Direct Mail Advertising Association, speaking on "Proved Methods that Increase Inquiry and Sales Pull." Charles B. Mills, advertising director of O. M. Scott & Sons Company, Marysville, Ohio presented "Putting Oomph into Direct Mail Copy," and an "incognito" advertising agency expert telling about "The Rose of Direct Mail in the Well-Balanced Advertising Program."

Dr. Kenneth Dameron of the Department of Business Organization of the Ohio State University acted as moderator of the discussion period.

THE REPORTER will gladly set aside a page of space for reports on the activities of Direct Mail Clubs and Direct Mail Clinics . . . if the members of such groups in each locality will appoint a correspondent to give us the details.



► YOUR FRAGRANT ISSUE of *The Reporter* got me into trouble.

I read it thoroughly one afternoon at the office, so thoroughly that I picked up its aroma.

When I reached home, I had an appalling lack of success in trying to explain that the bewitching scent in which I was wrapped came from a magazine. Had to go back to the office and get *The Reporter* to prove it.

Don Anderson, Advertising Manager, Fox River Paper Corporation, Appleton, Wisconsin.

**W**

# WOMAN'S WORK WAS NEVER DONE



**Bolgiano's Little Giant Water Motor**  
will run your **Sewing Machine**, **Dental Lathe** or **Fan**, and do **100 other pieces** of work. **Price, \$5.00**. Motor, with Fan Attached **\$5.00**. Motor Electric Fans **\$5.00**

PATENTED 1891

**Bolgiano's Perfection Gas Iron**  
will iron your clothes without a stove. **Price, \$5.00**

PATENTED 1891

**Bolgiano's Steam Clothes Washer**  
does all the washing without any work. Clothes wear twice as long. **Price, 60 Cents, Postpaid**  
Illustrated Circulars sent free upon request.

The **Bolgiano Water Motor Co., Baltimore, Md.**



## DAY'S INSTANTANEOUS HEATER

—AND—  
Bath Tub Combined.

The only Portable Folding Bath Tub. Can be folded up in 2½ feet. Can be moved from bathroom to storeroom. Write for catalogue and discount.

THE DAY MFG. CO.  
Detroit, Mich., U.S.A.



The Bettmann  
Archive

What a stir the combined instant hot water heater and folding bath tub made 50 years ago! And my, how Grandma longed for the "Little Giant" water motor, and the "Perfection" gas iron! Makes you wonder how woman's work was *ever* done in '98.

Only half a century, yet what spectacular changes in our way of life! The "perfect" washer has gone electric. The bath tub and shower have become miracles of efficiency. In labor-saving devices and in the even more vital fields of education and public health—our progress has amazed the world.

What made all this possible? Many things, all

typically American. Chief among them is the dynamic act of pressing movable type against paper, and getting the result before as many people as possible. Without this, education would still be in the slate-and-horn book stage. Promotion would still be in the hands of the door-to-door peddler. Our modern distribution of ideas and information would still be unknown.

So here's to the editors and educators, the authors and ad men, the printers and publicists who have made paper do so much in so little time. And the end is not in sight. We look to the next 50 years with all confidence that the best is yet to come!

## INTERNATIONAL PAPERS

*For Printing and Converting*



